CHAPTER VIII

FINDINGS, SUGGESTIONS AND CONCLUSION

INTRODUCTION

The study is focused on the status of NBA accredited engineering college libraries in Maharashtra. Out of 48 NBA accredited engineering college libraries, 36 libraries responded to the questionnaire and 12 libraries did not give the response. The study received 75% response from the NBA accredited engineering institute in Maharashtra. The collected data is analysis based on the responses of these 36 libraries.

8.1. Fulfillment of Objective

8.1.1 To study the present status of Library and information product (collection) in NBA Accreditation Engineering College Libraries.

- 19 libraries (52.77%) are available with patent out of 36 libraries.
- 12 (33.33%) libraries have availability of Standards.
- Out of 36 respondents library Proceeding Report is available with 8 (22.22%) libraries.
- 7 (19.44%) respondent libraries are available with Monograph.
- 13 (36.11%) libraries have shown availability of Bibliographies.
- 34 (94.44%) college libraries are available with Encyclopedia.
- 33 (91.66%) are libraries available with Handbooks.
- Almanac is available in 19(52.77%) libraries and 8 (22.22%) libraries are available with Thesis.
- Yearbook is available in 27 (75%) libraries.
- Index is not available in any of the libraries.

Collection of total Books Available in Library (Table No:-7.25)

- 9 respondent libraries (25%) have no. of below 30000 books.
- 11 libraries (30.55%) have 30000 to 45000 books.
- In 5 libraries (13.88%) have collection ranges from 45000 to 60000 books and 75000 to 90000.
- 4 libraries (11.11%) have 60000 to 75000 books.
• 2(5.55%) respondent libraries have above 90000 collections of books
• More than 50% Engineering College Libraries collection have been below 45 Thousand.
• The collection of books ranges from 19,780 to 98000 in the respondent libraries of NBA accredited engineering colleges.

**Total Periodical Collections in library (Table No 7.26)**

**Total 100% college libraries are subscribing journals and periodicals.**

• Below 50 periodicals are available in 2 libraries (5.55%).
• The purchase of 50 to 100 periodicals is observed in 9(25%) libraries.
• 12 libraries (33.33%) subscribe the periodicals in the range of 100 to 150.
• 8 libraries (22.22%) subscribe the periodicals in the range of 150 to 200.
• Only 5 (13.88%) libraries subscribe more than 200 periodicals.
• More than 75% libraries have above 150 journals.
• The total range of the periodicals (National and International) subscriptions by respondent engineering college libraries ranges is from 30 to 246.

**a) BOUND VOLUMES OF PERIODICALS** (Table No. 27) Availability of Back volumes of Periodicals in libraries

• The total Bound volume of periodicals respondent libraries ranges is from 450 to 5268.
• Total Back volumes are below 1000 in 10 libraries (27.77%) out of 36.
• The range of Back volumes varies from 1000 to 2000 in 8 libraries (22.22%).
• 7 (19.44%) libraries are available with Back Volumes of periodicals is in range of 2000 to 3000.
• In 3 libraries (8.33%) the Back volumes of Periodicals are available in the range of 3000 to 4000.
• Only 2 (5.55%) libraries shown availability of more than 5000 Back Volumes.
• Out of total 36 libraries 6 (16.66%) did not responded to this question in Questionnaire.
• It is seen from the data that out of total 36 libraries only 2 libraries do have heavy stock of Back Volumes. According to the view of Marketing it should be made mandatory for all the libraries to maintain a certain quantity of Back Volumes as per the respective courses running in respective colleges; this will be useful step for the benefit of PG students and also Researchers as Back Volumes are the only source for them to collect their desired and necessary information.

b) E JOURNAL PACKAGE (Table No7.53)
It is observed that Below 3 online E-journal packages are taken by 9 (25%) respondent’s libraries.
• 8 libraries (22.22%) are taking 4 online E-Journal packages.
• 6(16.66%) libraries purchase 5 online E-journal Packages.
• 4libraries (11.11%) purchase 6 and 7 online E-Journal packages.
• 5(13.88%) libraries have purchased more than 8 online E-Journal Packages.

c) CD/ DVD COLLECTION (Table No7.28)
It is found that majority of 27 libraries (84.37%) do have CDs/DVDs collections.
• CD/DVDs are available below quantity of 1000 in 12(33.33%) respondent Engineering college libraries
• 9(25%) respondent libraries have shown CD/DVDs collection varied in between quantity of 1000 to 1500.
• 6 libraries (16.66%) have the range from 1500 to 2000 CD/DVDs.
• In 5(13.88%) libraries the CD/DVDs collection is above 3000.
• 5 libraries (15.63%) did not provide the data.
• CD/DVDs collections are increasing day by day in the engineering college libraries as Computer/I.T. related books are published along with digital format.
It is observe that mostly respondent libraries have available sufficient information product.
Thus the first objective is fulfilling.
8.1.2 To evaluate the existing infrastructure available in Respondent NBA Accreditation engineering libraries

Library Building Status (Table No.7.18)

- 5 (13.88%) respondent libraries do have separate library buildings.
- 26 (72.22%) respondent libraries do not have separate library buildings.
- 5 (13.88%) libraries did not answer this question in questionnaire.
- Only 5 out of 36 libraries do have separate buildings for library purpose. This is an important issue from marketing view of remaining 26 colleges libraries, as the separate building has direct effect on the mentality of the users

Area of library in sq. meter (Table No. 7.16)

- 3(8.33%) respondent libraries have available below 600 sq.mt.area.
- 5(13.88%) Engineering college libraries having available the 600 to 800 sq.mt.area and 800 to 1000 sq.mt.in 5(13.88%) libraries.
- It ranges 1000 to 1200 sq.mt.in 5(16.66%) libraries and from 1200 to 1400 sq.mt in 8 library (22.22%).
- 5(13.88%) respondent library having the 1400 to 1600 sq.mt the area exceeds 1600sq.mt.in 4 libraries (6.25%).
- 9 libraries (28.12%) did not respond to this question.

As per above data is 8 library with 22% are having area less than 800 sq.mtr .it is important as the area arability directly attract to the regular visits of users new and young one readers are not attracted toward library due to less area.

Reading Hall Seating Capacities in Library(Table No 7.17)

- 8(22.22%) respondent libraries have the seating capacity below 200.
- 10(27.77%) college libraries having the 200 to 300 seating capacity and 300 to 400 seating capacity in 7(19.44%) libraries.
- 5 Libraries (13.88) have the seating capacity 400 to 500.
- The reading hall seating capacity available more than 500 in 6(16.66%) Engineering College library. It is observed that the respondent libraries are providing library facility’s to user.

- Thus the second objective is fulfilling.
8.1.3. To identify the financial Sources for marketing the NBA accreditation Engineering college libraries in Maharashtra.

Financial status Table No 7.10

- 28(77.77%) received Institutional funds only one Library (2.77%) have received Government Grant.
- 30(83.33%) Institutions received overdue charge and 31 (86.11%) Institution received reprography charge.
- 12(33.33%) Institute’s library received document delivery charges.
- 33(63.88%) Institute libraries received Student’s fees.

Status of Library budget satisfaction(Table No 7.11)

- 19 (52.78%) respondent Library professional are satisfied about yearly library budget.
- 7(19.44%) library professionals are not satisfied about sanctioned library budget.
- 10 (27.78%) library professional have not given the response this question.
- As the above data status only one out of 36 colleges receives income from govt. in form of grants remaining 35 colleges have to depend on other internal sources of income. These is another reason for less development of library as they cannot apply any of new marketing program for development due insecurity of internal sources of income because those internal sources does not have fixed amount and it various from term to term basis.

- The third objective is fulfill

8.1.4 To evaluate the Library Software/ Hardware by the NBA Accreditations Engineering colleges.

Status of Library Software in libraries(Table No: 7.32)

- Total32 libraries give the name of library software they are using.
- 4(11.11%) Libraries are using Soul and Softlib software.
- 16(16.66%) Libraries are using Libsys software.
- 11(30.55%) respondent engineering libraries have installed Softslim library software.
- 5(13.88%) respondent Libraries have installed Libsuit Library software.
- 2(5.55%) libraries are installed with E-Granthalaya Open Source software.
• 4(11.11%) libraries have not mentioned specific software name.

Status of Library Automation

The automation is defined as a process or a system which operates automatically. Though generally library automation may mean use of suitable machines to perform the activities of library mechanically without many manual or mental efforts by human beings. The most commonly known housekeeping operations are acquisition control, serials control, and cataloguing and circulation control. In recent times, even the related topics such as information retrieval, semi-automation, automatic indexing.

Status of hardware/software availability in respondent library. (Table No: 7.46)

• In the 8(22.00%) respondent libraries available Laptop and modem
• 28(77.00%) respondent libraries available UPS backup.
• Only 5(13%) libraries available web camera.
• Server machine are available in 30 libraries (83.33%) and CD and DVD drives are available in 26 respondent libraries (72.22%).
• Photocopy machine and scanner are available in 31(86.11%) respondent libraries.
• 29 respondent’s libraries (80.55%) are available with CCTV system.
• In the 32 Libraries (88.88%) are available barcode readers.
• Only 3 libraries are available with LCD Projector.

Computer Systems Available In the Libraries.(Table No. 7.47)

• There are 2 libraries (5.55%) having availability below 15 PCs.
• 5(13.88%) libraries are having 15 to 20 PCs.
• 10(27.77%) libraries have shown availability 20 to 25 PCs.
• 7(19.44%) respondent libraries have 25 to 30 PCs available.
• In 4(11.11%) libraries 30 to 35 PCs are available.
• 5(13.88%) libraries having 35 to 40 PCs are available
• 3(8.33%) respondent libraries have availability of more than 45 PCs.

Availability of PCs in every surveyed library has given proper support to the base of this study that it is possible to every library professional to make use of World Wide Web (WWW / W3) for provide the latest information and also it open a window to him for getting acquainted with newer possibilities to increase the source of income for library as
well Computer availability in respondent engineering college library

It is observed that mostly respondent libraries are available with library software and hardware configuration for library marketing.

Thus the forth objective is fulfilled.

8.1.5 To study use of marketing techniques to information product and services in NBA Accredited engineering college’s libraries.

Marketing Activity (Table 7.38)

• 2(5.55%) respondent libraries are making use of poster and banners for marketing activity
• 9(25%) respondent libraries are using Demonstration and Information literacy activity for Marketing.
• 15(41.66%) libraries arrange the exhibition cum sale and also provide personnel visits with follow up on phone calls.
• User and staff training program and also FAQs method is used in 8(22.22%) libraries.
• 8(22.22%) libraries use of word –of –mouth activity.
• In 16(44.44%) libraries are using broucher system for publicity activity.
• 6(16.16%) respondent libraries are making contacts personally to user and arranging meets of user groups.
• In the 3(8.33%) libraries Vendors participate for marketing activity.
• 3(8.33%) libraries make use of Postcards / letters for marketing purpose.
• 20 libraries are using Statistics methods.
• 18 libraries are using Feedback method as marketing activity.
• 9(25%) respondent libraries are running Information literacy programme for publicity.
• 14 (38.88%) use User guide for Publicity purpose.
• 5 libraries (13.88%) have Open House system for marketing purpose.

Computer based marketing activity(Table No 7.39)

• It is seen that 19% professionals are frequently using by Blogs for library and information product marketing,
• E-mail is frequently used by 12 (33.33%) professionals.
• Only 6 library (16.66%) professionals using newsgroup.
• 8 library (22.22%) professionals using Newsletter techniques.
• There is no response for Sample mailing and Webpage customized activity.
• Only 2 respondent libraries (5.55%) are making use of SMS alert service / techniques.
• 18 respondent library (50%) professionals are using slide shows / demo’s techniques.
• 14 library professionals (33.33%) are using web 2.0 techniques.
• 13 library professionals (36.11%) are using demonstration techniques.
• 7 respondents are using web page alert techniques.

**Publicity based activity (Table No 7.40)**

• It is observed that 29 respondent libraries (80.55%) using display notice techniques for library advertising.
• 33 libraries (91.66%) are conducting display of new arrivals for purpose of library advertising.
• 6 libraries (16.66%) provide the separate library broucher for library publicity.
• 5 libraries (13.88%) give the presentation to user about library information product.
• 16 Libraries (22.22%) provide the annual report of library to user.
• Only 2 library’s (5.55%) using banners and posters techniques for library publicity.
• None of the library makes use of display library product, poster out of campus.
• 16 libraries (44.44%) using broacher (admission) for library publicity.
• None of the libraries make use branding techniques for library publicity.

It can be easily observed from above collected data that there is vast opportunity for all the libraries to make use of remaining Marketing or Publicity techniques other than the one given in above table; which will definitely increase their no. of users as well as it will be helpful in increase of the value and existing image of the library. As we can see
that all the libraries are not using effectively all the above mentioned technique for Publicity.

The fifth objective is fulfilled.

8.1.6 To study the growth and development of NBA Accredited engineering college libraries.

- 26 respondent libraries (72.22%) have completely automated library operations.
- In 31 (86.11%) respondent libraries Acquisitions sections are computerized.
- 34 (94.44%) libraries have computerized Bar Coding section.
- There are 32 (88.88%) libraries with Computerized Circulation section.
- Total 32 (88.88%) libraries are using the library software.

The Sixth objective is fulfilled.

8.1.7 To identify advantages of library service system for effective marketing (Acquisition module, Circulation, Cataloguing, Serial Control, OPAC/WEB-OPAC).

- Total libraries (100%) are use of Due Decimal Classification Scheme.
- Out of 36 (100%) libraries have available internet connection and also connected LAN network.
- Out of 36 libraries 32 libraries have provide the OPAC services to user and 4 libraries have not given the response.
- Only 8 libraries have available the web Portal 28 libraries have not portal system and 14 libraries have not given response.
- Out of 36 total 27 libraries have using AACRII formats for created bibliographical databases and 9 libraries have not given the response.
- Only 16.67% libraries library catalogue was accessible through the webpage.
- It is observed that mostly respondent libraries are providing the advanced library services to user.

In this way the seventh objective is fulfilled.

8.1.8 To provide suggestions to improve the quality services through marketing sources and various tools of libraries into engineering colleges in Maharashtra

- There is available of advisory committee in approx. all 34 (94.44%) out of 36 total library which indicated to good opportunity to develop new marketing techniques for improvement.
• It can be suggested that there should be a fixed number of working and qualified staff for each library irrespective of available courses of college itself.
• The NBA accredited engineering college libraries should adopt appropriate marketing approach for developing information services properly.
• The communication between the library and its users becomes an important factor in marketing the library on social networking sites.
• Libraries have exposure on the concept of marketing. To help them understand the concept of modern marketing techniques, continuing education workshop, seminar, training program should be arranged frequently, so that could be more responsive to client needs.
• In this way the number of eight objectives is fulfilled.

8.2 TESTING OF HYPOTHESIS

8.2.1 The marketing techniques and methods are not used effectively in NBA accredited engineering college.

Status of marketing method use (Table No. 7.37)

1. It is observed that out of 36 respondent libraries only 12 libraries (23.33%) are using Physical method for marketing.
2. 9 libraries (25%) are using Verbal method.
3. 5 libraries (13.88%) are making use of Mathematical method.
4. 13 libraries (36.11%) are using online method.
5. I.T. based method is being used by 15 respondent (41%) libraries.
6. Mathematical method is used (13%) libraries. This is commonly used among all the universities.
• As we can see and also conclude from above data that of the method
• It is observed that most of the libraries are making use of Verbal (25%) Methods for Marketing Purpose; the possible reason is that there is less awareness about other methods among users like I.T based or Online / Mathematical methods.

It is observed that use of all marketing activates is below 50 percent (Table no. 7.38)
- 2(5.55%) respondent libraries are making use of poster and banners for marketing activity.
- 9(25%) respondent libraries are using Demonstration and Information literacy activity for Marketing.
- 15(41.66%) libraries arrange the exhibition cum sale and also provide personnel visits with follow up on phone calls.
- User and staff training program and also FAQs method is used in 8(22.22%) libraries.
- 8(22.22%) libraries use of word –of –mouth activity.
- In 16(44.44%) libraries are using broacher system for publicity activity.
- 6(16.16%) respondent libraries are making contacts personally to user and arranging meets of user groups.
- In the 3(8.33%) libraries Vendors participate for marketing activity.
- 3(8.33%) libraries make use of Postcards / letters for marketing purpose.
- 20 libraries are using Statistics methods.
- 18 libraries are using Feedback method as marketing activity.
- 9(25%) respondent libraries are running Information literacy programme for publicity.
- 14(38.88%) use User guide for Publicity purpose.
- 5 libraries (13.88%) have Open House system for marketing purpose.

It is seen that 19% professionals are frequently using by Blogs for library and information product marketing. (Table No 39)

- E-mail is frequently used by 12(33.33%) professionals.
- Only 6 library (16.66%) professionals using newsgroup.
- 8 library (22.22%) professionals using Newsletter techniques.
- There is no response for Sample mailing and Webpage customized activity.
- Only 2 respondent libraries (5.55%) are making use of SMS alert service / techniques.
- 18 respondent library (50%) professionals are using slide shows /demo’s techniques.
• 14 library professionals (33.33%) are using web 2.0 techniques.
• 13 library professionals (36.11%) are using demonstration techniques.
• 7 respondents are using web page alert techniques.

**Services provided by Library (Table No.7.41)**

- It is seen that 19% professionals are frequently using by Blogs for library and information product marketing.
- E-mail is frequently used by 12 (33.33%) professionals.
- Only 6 library (16.66%) professionals using newsgroup.
- 8 library (22.22%) professionals using Newsletter techniques.
- There is no response for Sample mailing and Webpage customized activity.
- Only 2 respondent libraries (5.55%) are making use of SMS alert service / techniques.
- 18 respondent library (50%) professionals are using slide shows / demo’s techniques.
- 14 library professionals (33.33%) are using web 2.0 techniques.
- 13 library professionals (36.11%) are using demonstration techniques.
- 7 respondents are using web page alert techniques.

**8.2.2 The marketing of information product and services is at optimum level.**

- It is observed that out of 36 respondent libraries the collection of books ranges from 19,780 to 98000 in the respondent libraries of NBA accredited Engineering collages.
- More than 50% Engineering College Libraries collection have been below 45 Thousand.

**8.3 Finding Respondent library Questionnaire**

**8.3.1 Type of Institute (Table no.7.2)**

It is observed that mostly colleges are Unaided. Only one (2%) engineering institute is Government Autonomous and (5.55%) institutes are Govt. aided Autonomous. 4 respondent 11.11% institutes are un aided Autonomous and 80% Institute are un aided.

- The majority of Institute (80%) are un added privat
8.3.2 NBA accredited engineering colleges (University wise) (Table no. 7.3)

- There are More than 50% accredited colleges in Pune and Mumbai University
- These colleges give response for more than 50% i.e.
- Out of total 28 colleges 21 responded to questionnaires
- Out of remaining Universities the college of Aurangabad, Nanded, Kolhapur and Jalgaon (NMU) University under accredited engineering college have given the 100% response to questionnaire Only two University Lonare and Solapur under colleges didn’t responded to questionnaire
- The table No.7.4 shows that 3(8.33%) respondent Engineering colleges were Established before 1980 Year.
- There are 17 i.e. (47.22%) respondent Engineering colleges established between1981 to1985.
- There is only one respondent Engineering college established between 1986 to 1990.
- 4 i.e. (11.11%) respondents accredited Engineering colleges were started between 1991 to 1995 and also 2001 to 2005.
- 7 i.e. (19.44%) respondent accredited Engineering colleges were Established Between 1996 to 2000.

It is observed that maximum NBA accredited Engineering colleges are established between1981 to 1985 Year.

8.3.3 Number of Total Users in library (Table No. 7.6)

It is Observe that 2 libraries (5%) having the student users below than 1500.
- 6 Libraries have the total usersbetween1500 to 2000.
- 13 libraries have the total Users between 2000 to 2500 representing (5.56% and 16.67%) and (38.89%) respectively22.
- 9 libraries have the user’s between2500 to 3000.
- 3 libraries have the user’s between3000 to 3500; they are represented (25% and 8.33%) respectively.
- There are 3 (8.33%) libraries that have the student users above 3500.

It is Observe that 38 % Institute 5 have 2000 to 2500 users.
It is concluded from the above data that every library is having a minimum of 1300 users irrespective of the resources available in the library. This point gives major support to the question of why marketing activities should be promoted in Maharashtra.

**8.3.4 NBA Accredited Courses in Respondent Colleges (Table No. 7.7)**

- It is observed that courses of computer, civil and IT have been accredited by NBA in 16 engineering colleges.
- The course of Electronics and Telecommunication has been accredited by NBA in 27 engineering colleges.
- The course of Electronics engineering has been accredited by NBA in 12 engineering colleges.
- In the 19 engineering colleges, the course of Mechanical Engineering has been accredited by NBA.
- 4 engineering colleges have got NBA accreditation in the course of Chemical engineering and also courses of Computer science and engineering have been accredited in 4 engineering colleges.
- Course of Electrical and Instrument engineering has been accredited by NBA in 6 engineering colleges.
- 11 Engineering colleges have been got NBA accreditation in other courses.

It is observed that maximum engineering colleges have got by NBA accreditation in the course of Electronics and Telecommunication.

It is observed from the above data that maximum accredited has been allotted specific course like E & Tc (16) as compared to other course like chemical (4) Instrument, Electrical (both 6) which shows the perfect direction to improve services quality and info products in all libraries.

**8.3.5 Library Manpower**

Quantity of librarian available in respondent library (Table no. 7.8)

It is observed that every library has the post of Librarian but only five (13.89%) library has the Librarian of highest qualification having the degree of Ph.D.

- Out of 36 College Libraries only 4 Librarians are having Degree of M.Phil. In Library and Information Science.
- The majority of the libraries (33.33%)
• 10 libraries (27.78%) are having Librarian with degree of M.Lib and Isc.
• 12 (33.33%) are having passed NET/SET qualified Librarians.
• One Librarian has Dip.lib degree.
• 4 library professionals have not responded to survey.

Most of librarian does not have highly Qualified (PhD) staff which is main reason why new marketing strategies are not accepted in most of library.

8.3.6 Total Manpower available in respondent Library (Table no. 7.9)

• It is observe that Respondent engineering college libraries have the range of manpower from 3 to 15 which varies from library to library.
• Only one (2.7%) NBA accredited Engineering college 36 respondent libraries the staff is at the lowest no i.e. below 4.
• 4 libraries (11.11%) have 4 to 6 manpower.
• 6 libraries (16.66%) have the 6 to 8 and also 8 to 10 total manpower working in respondent Engineering College respectively.
• 8 respondent libraries (22.22%) have the 10 to 12 of total staff working in the library.
• 7 respondent libraries (19.44%) have the 12 to 14 of total staff working in the library.
• In the 4 libraries (11.11%) the staff is above 14.

It can be suggested that there should be fix no of working and qualified staff for each library irrespective of available courses of collage itself. As we know that new strategies can be applied to any of department of institution only if proper no of working manpower is available.

8.3.7 Details of daily visiting users. (Table no. 7.12)

Shows that 2(5.55%) respondent libraries are having average of daily visiting is below 100 users.
• 6(16.66%) respondent libraries have average of daily library visitor’s between 100 to 200.
• 12(33.33%) respondent libraries have average of daily library visitors between 200 to 300.
• 7 respondent (19.44%) libraries show of user’s average visit per day between 300 to 400.
• 6(16.66%) respondent libraries have average of daily library visitor between 400 to 500.
• 3(8.33%) respondent libraries registered average of daily library visitor more than 500.

It is observe from above collected data that 8(23%) of total library have the least no of visitor (less than 200) per day. In other word 23% libraries need new marketing and information resources to increase the no of daily visitors

8.3.8 Availability of library committee (Table no. 7.13)
• 34(94.44%) respondent libraries have available library advisory committee.
• 2(5.55%) respondent not given response to this question.
• It is observed that mostly libraries Established Library Advisory Committee.

Details of Library advisory committee.
That found 13 libraries have 8 to 10 members in their advisory committee from total respondent libraries which is the heist no in collected data.
• 3 (8.33%) respondent college libraries have below 6 number of member s I n their committee which shows the lowest no of member in all respondent library.
• 7 libraries (19.44%) having 6 to 8 members in the library advisory committee.
• 8 to 10 members are there in the library advisory committee in 13(36.11%) respondent libraries.
• Five libraries (14.70%) have more than 12 members’ library in advisory committee member.
• 6(16.67%) Libraries have 10 to 12 members in the library committee.
• 2 Libraries have not given response.

8.3.9 Frequency of the committee meeting (Table no. 7.15)
• 2(5.56%) respondent libraries arrange the library advisory committee meeting every month.
• 4(11.76%) respondent libraries arrange above said once in two month.
• 15(41.67%) respondent libraries arrange the library advisory committee meeting once in a three month.
• 10(29.41%) respondent libraries arrange the advisory committee meeting once in a Half Year.
• 3(8.33%) respondent libraries arrange the committee meeting once in a Year.

Conclusion Table no.7.13, 7.14 and 7.15

Data was divided in three part conclusions are:

• There is available of advisory committee in approx. all 34 (94.44%) out of 36 total library which indicated to good opportunity to develop new marketing techniques for improvement.
• According to available data in table 7.14 only 24 out of 36 libraries are having good strength of manpower in their respective committee. Remaining 12 libraries come in prove their performance in quality and services by adding some more qualities
• In case of frequency of meeting the data available in table 7.15 shows that only 6 libraries out 36 are aware about regular meeting as the meeting given up to date knowledge of current happening and new changes in marketing strategies remaining library should above e increase the frequency to remain in touch in market computation.

Library Timing

8.3.10 Summary of Working hours in Libraries (Table no.7.19)

• 3 (8.33%) libraries are open below 8 hours.
• 9 (25%) Engineering college libraries are providing 8 to 9 hours library service.
• 8 (22.22%) libraries are providing 9 to 10 hours library service.
• 12 Libraries (33.33%) are providing 10 to 11 hours library service.
• Above 11 hours service provided by 4 libraries (11.11%).

8.3.11 Type of Entrance/Access system (Table no. 7.20)

• 26 (72%) libraries have provided the Open Access System for users.
• 4 (11.11%) libraries have Partially Open System for users.
• Only 3 (8.33%) libraries make use of Close Access System for users.
From Marketing point of view the unidentified use of Open Access System of library is that all the users will come to know about availability of total stock of books. If desired book is not available then user can register for direct demand which will help to librarian or to the library committee in getting perfect idea about either new purchase or changes in old / outdated stock with new one.

**8.3.12 Data of the period of Books issued to users.** (Table no. 7.21)

- 5 libraries (13.88%) have issued books to faculty users for more than one month.
- 31 libraries (86.11%) issued books for period of one semester to few users.
- 8 (22.22%) respondent libraries issued books to UG students for 1 week.
- 25 libraries (69.44%) issued books for period of two weeks to users.
- Only 3 libraries (8.33%) have issued books to UG student for 3 weeks.
- 2 (5.55%) respondent libraries have issued books to PG student for 1 week’s period.
- 18 libraries (50%) issued books for two weeks.
- Only 16 libraries (44.44%) have issued books to UG student for period of 3 weeks.

**8.3.13 Data of Books issued at a time to user by libraries (Table no 7.22)**

- 3 libraries (8.33%) issued 7 books to faculty users, 33 libraries (91.67%) have issued more than 7 books to faculty members.
- 27 (75%) respondent libraries have issued 2 books to UG student, 5 libraries (13.89%) issued 3 books and 4 libraries (11.11%) are issued at a time 4 books to UG student.
- 16 (16.44%) respondent libraries have issued 2 books to PG student , 13 libraries (36.11%) have issued 4 books and only 5 libraries (13.89%) have issued 5 books to PG student whereas only 2 libraries (5.55%) issued 7 books at a time.

As we can observe from the above data most of the libraries are paying more attention toward faculty students only. For proper Promotion and Marketing of libraries it is necessary for all the libraries to pay more attention towards other courses as well as researching students also, this will help in increasing generation of revenue of libraries as the researching students are ready to pay more than routine faculty students.
8.3.14 Data of Use of sources for selection of books in libraries (Table no. 7.29)

- 16 (44.44%) college libraries purchase books according to the recommendations of users.
- 31 (86.11%) respondent libraries use book suggestion slips for new purchase.
- Through the suggestions of faculty 33 (91.66%) college libraries purchase the information material.
- 12 (33.33%) respondent libraries go through user meetings for selection of books for Library.
- 27 (75%) libraries make use of book reviews.
- 30 (83.33%) libraries use publisher’s catalogue for selecting books.
- All 36 libraries (100%) make use of syllabus for book selection.

8.3.15 Decision of keeping Gift material received by library/ colleges (Table no. 7.31)

- It is observed that in 20 libraries which is more than (55.55%) of the total surveyed college libraries the librarian person only takes decision about gifts.
- 10 library committees (27.77%) have taken decision with library professional about keeping of gifts.
- At 2 (5.55%) places subject experts have either helped or taken decision about gift materials.
- 4 (11.11%) respondent libraries give no response.

8.3.16 Library automation status in surveyed colleges (Table no. 7.33)

- 26 respondent libraries (72.22%) have completely automated library operations.
- 4 (11.11%) libraries have partially automated their operations.
- 2 (5.55%) libraries are initial stages.
- 4 (11.11%) libraries did not give response to this question in questionnaire.

8.3.17 Status of Computerized library section in respondent libraries (Table no. 7.34)

- In 31 (86.11%) respondent libraries Acquisitions sections are computerized.
- 34 (94.44%) libraries have computerized Bar Coding section.
- 8 (22.22%) libraries have Computerized Cataloguing section.
- There are 32 (88.88%) libraries have Computerized Circulation section.
• 28 libraries have Automated Serial Control.
• 9(25%) libraries have started Digitization section but it is not fully computerized.
• 30(83.33%) respondent libraries have Fully Computerized OPAC service section.

8.3.18 Own published products of respective Institutes (Table No 7.36)

• 18 libraries (50%) are providing monthly list of new additions in library to users.
• It is found that 12 institutes (33.33%) are providing subject wise Bibliography to the students through the library by self-printing.
• 11 respondent libraries (30.55%) are providing monthly document list to users.
• 11(30.55%) Engineering institute has published their own Journals.
• 8(22.22%) Institutes have published books on different subjects.
• 5(13.88%) Engineering institutes have published own indexing journals for their users.
• 2(5.55%) institutes are making own audio/video Cosssets, CDs/DVDs.

8.3.19 Library services (Table No 7.43)

It is observed that all 36 college libraries providing library services to its user.
• 5 (13.89%) college libraries were providing Abstracting and referral services.
• 8 (22.22%) college libraries were providing circulation of periodical contents services.
• 30 (83.33%) college libraries were providing current awareness services their users. Total respectively. Current Awareness Service is aimed at keeping users abreast with the latest Developments in concerned field. As reported by librarians, 36 libraries (100%) were providing Newspaper clipping and Notification about conference/seminar/workshop services to their users respectively.
• 13(36.11%) respondent libraries are providing Inter Library Lone services to the users
• It is observed that 31(86.11%) libraries provided Reference services and Internet related service.
• 9(25%) libraries provided patent information service and Database search services to user.
• No anyone library provided translation and repackaging services
8(22.22%) libraries provided circulation of periodicals contents service,
3 % libraries provided indexing service,
18(50%) libraries provided book bank service to user,
32(88.89%) respondents libraries are provide Reprography service to user.
The UGC has provided in its norms and standards that a college library shall have photocopying facility,

8.3.20 Access to Library catalogue through the webpage (Table no. 7.50)
• 6 respondent libraries catalogue are accessible through the webpage.
• 14 Library’s catalogues are not accessible through the webpage.
• 16 libraries have not given the answer this question.

8.3.21 Available bandwidth of Internet in respective 36 institutions (Table no 7.51)
• 15 libraries (41.66%) has below 128 kbps speed of internet connectivity,
• 7 libraries (19.44%) have the speed of internet connectivity between 128 kbps to 252kbps.
• 4 libraries (11.11%) have the speed of 252 Kbps to 1 Mbps
• 4 (11.11%) libraries have internet connection speed between 1 Mbps to 10 Mbps.
• 2 (5.55%) libraries internet connection speed in between 1 Mbps to 10 Mbps.
• 4 (11.11%) libraries did not respond about speed of Internet connectivity.

8.3.22 The membership of Library Network. (Table no 7.52)
• It is observed that INFLIBNET membership have been taken by 4 (11.11%) respondent libraries.
• 7 libraries (22.22%) are members of UGC; INFONET and INDEST consortium.
• 8 % libraries have taken DELNET E- Journal consortium.
• 10 respondent libraries (27.77%) are taken other library network membership.

8.3.23 E-journals consortium details of respective 36 libraries. (Table no. 7.54)
• 21 libraries are taking IEEE online E Journal.
• 18 libraries (50%) are taking Wiley-Blackwell E Journal package.
• 13 libraries (36.11%) are subscribing ASME E Journal for mechanical Engineering.
• 19 respondent libraries (52.77%) taking Springer link online e journal.
• 15 respondent libraries (41.66%) are purchasing McGraw Hill, J-Gate and ASCE online E journal package.
• 21 libraries (58.33%) have subscribed for ELSEVIER Science Direct E journal package.
• 16 Libraries (44.44%) libraries subscribe ASTM digital library Journal.
• 6 respondent libraries (16.16%) are taking EBSCO database.
• 2 libraries (5.55%) are taking web of science.
• 4 libraries (11.11%) have subscribed for Emerald and Croquets.
• 11 respondent 30.55 libraries have purchased other online E Journal package.

8.3.24 Barriers faced during library marketing by library Professionals (Table no. 7.60)

• The above table shows that inadequate awareness on library networking program for the use of effective marketing techniques in 11 (30.55%) libraries.
• 29(80.55%) professional indicated about lack of confidence among the library staff.
• 26(72.22%) library professional are indicated about lack of co-ordination and planning of library and information product marketing.
• 4(11.11%) library professionals indicated negligence of financial resources in library from management.
• 2(5.55%) library professionals are not satisfied with infrastructure facilities and some of libraries not include any of library professionals.
• 13(36.11%) professionals are not satisfied with negligence of management to run any of new library marketing activity.
• Only two (5.55%) library professionals have included about lack of needful assessment.
• 12(33.33%) library professionals have included lack of sharing problems with either seniors or with the management itself.
• 25(69.44%) library professionals included about lack of training in ICT application for effective marketing of library and information product.

• It was also observed that some libraries do not provide adequate facilities for staff and Library professionals. There are no suggestions for updating their knowledge and have given least priority to In-house training and workshops.

After considering the above mentioned problems the Author felt to divide the conclusion for this topic in two parts.

**In case of staff:** - First thing is the staff should have clear ideas and concepts about their basic duties. It is suggested from the Author that the staff should keep in good touch with each other as well as with users also as it helps them to get well acquainted with the developments and progress of institute and of themselves. This will be helpful to working members of library. Then also it is proven fact that we can’t apply any of the Marketing plan or Publicity Activity without support and dedication of staff.

**In case of Lacking of some of the skills of the staff working under the professional:** - This is one of the most burning issues for today’s educational field. Untrained staff can lead to huge and non-clearable mistakes for not only Management but also for themselves and their colleges. In most of the libraries the staff working under the library professional is illiterate as they are kept for Short Term basis by Management, but due to their lack of basic knowledge sometimes they create serious problems for the library professional. This also leads to create totally wrong image of library among users.

**In case of some issues related to Management:** - In any of the institute Decision Making is the most important step in growth on regular basis. But if the management is not supportive for any of new activities suggested by the staff then it becomes nearly impossible for the staff to work in systematic way; which ultimately leads to damage the future plans for either Promotion or Marketing activities.

9. SUGGESTION’S
• The NBA accredited engineering college libraries should adopt appropriate marketing approach for developing information services properly.

• The communication between the library and its users becomes an important factor in marketing the library on Social networking sites.

• Libraries have exposure on the concept of marketing. To help them understand the concept of modern marketing techniques, continuing education workshop, seminar, training program should be arranged frequently, so that could be more responsive to client needs.

• We can improve the quality of service by taking some software which are easily available in market. With the help of software SMS alert, E mail alert, can be send on mobile or email address to the specified respond user.

• Quality services can be improved by means of suggestion box, question answer notebook or feedback form.

• It is necessary to carryout library marketing.

• Special and separate funds should be reserved for the library marketing activity.

• Marketing issues must be discussed during library committee meeting and the discussed plans should be executed likewise.

• There should be the facilities of Wi-Fi and OPAC in library.

• Library period should be arranged compulsorily in library.

• Even though the library is not profit based a reasonable amount of fees should be charged of the library and information services become users do not about free of cost library servicers.

• There should be independent division or unit of library marketing in library. As it is observed that there is not separate salesperson in library it is necessary to appoint the salesperson for marketing activities.

• In order to shifted, and fid self-informing need, me e Learning, information library training programs should be arranged.

• Most of the libraries are established before the year 2000 but now the trained manpower must be appointed for the latest concepts and services.

• In order to train manpower development sessions such as seminar, conference and training programming should be arranged to keep the staff update.
• Additional rights and responsibility should be given to the librarian in the order to provide good facilities and effective services.
• Own publishing gives new opportunities to libraries and Institute for increasing their Income, sources and publicity.

10. CONCLUSION
• The collection of books ranges from 19,780 to 98000 in the respondent libraries of NBA accredited engineering collages. More than 50% Engineering College Libraries collection have been below 45 Thousand
• Total 100% college libraries are subscribing Journals and periodicals.
• More than 75 %libraries have above 150 Journals.
• The total range of the periodicals (National and International) subscriptions by respondent engineering college libraries ranges is from 30 to 246.
• The total Bound volume of periodicals f respondent libraries ranges is from 450to 5268. It is seen from the data that out of total 36 libraries only 2 libraries do have heavy stock of Back Volumes(above 5000 )
• It is observed that 50% libraries have subscribed more than 6 E- Journal packages.
• It is observe that the 77.00% respondent libraries available total library UPS backup
• It is observed that 80% respondent’s libraries are available CCTV system.
• It is observe that 91.66% libraries are conducting display of new arrivals for purpose of library advertising.
• Total 88.89% libraries used library software and 11.11% libraries have not mentioned specific software name.
• It is (72.22%) respondent libraries do not have separate library buildings. Observe that More than 50% libraries have above 1000 sq. meter library area.
• It is observed that (52.78%) respondent Library professional are satisfied about yearly library budget.
• Up to 300 is the sitting capacity in 50% of the total surveyed libraries as compared to some libraries with sitting capacity of more than 500 users I.e. 50% out of 36 institutions.
• The most interesting fact about the survey is less that 50% institutions are aware and are using the Marketing Techniques to promote the available Information sources and services provided by respective institutions.
• Out of 36 total 27 libraries have using AACRII formats for created bibliographical databases and 9 libraries have not given the response.
• It is observe that mostly respondent libraries have available sufficient information product.
• 27.77% respondent libraries (are taken other library network membership).
• It is observed that out of 36 respondent libraries have only 30 libraries (83.33%) which have completely automated.
• Out of 36 libraries only 25 libraries (69.44%) have available facility of NPTL video system which is very useful.
• It is found that Majority of libraries faced Lack of confidence among the libraries staff and Lack of Co-ordination and Planning for library and information product marketing activity.

10Direction of Topics for further research

1. Marketing of library and information product sources and services in agriculture university libraries in Maharashtra.

2. Marketing of information product source and services of ‘A’ grade public libraries in Maharashtra.

3. A study of library and information product marketing, publicity and advertising in NAAC accredited university libraries in Maharashtra.

4. Role of social networking tools in marketing of library and information services in the special libraries in Maharashtra.

5. Need of library orientation, publicity and advertising in academic libraries in Maharashtra.