CHAPTER- 6

FINDINGS

&

CONCLUSIONS
6.1 GENERAL FINDINGS & CONCLUSION:

1- It has been observed that idea of Marketing of Information in University Libraries is ignored.

2- Many University Libraries in Uttar Pradesh does not have not any "Written Policy" on Marketing of information.

3- Though the idea of Marketing of Library and information services & products is new but it is very important in view of shortage of budget and cost inflation in book industry. The ideas is fast approaching to find a suitable place in university libraries in coming future.

4- The concept of Library Marketing of Information in University libraries in India is new.

5- The library and information services & products are suitable commodities for being marketed.

6- The willingness to pay for information depends more on meddling consideration than on philosophical reasons. The final decisions to pay appear to be a solution by price, urgency, value and lack of free alternatives.
7- It is fact that some of the user is not getting their required information (specific).

8- The marketing information products are not properly developed by the libraries as S.D.I., C.A.S., Translation services, indexing, abstracting and bibliographic list etc. user are ready to pay for there as result shows.

9- In university libraries there is neither profound understanding nor adequate use of such terms as target market, target public, customer, research market analysis, advertisement, market auditing, and marketing mix. Marketing terminology has not be exhaustively assimilated by the libraries and the librarians also there is a limited treatment of marketing in the academic professionals due to lack of academic training.

10- User's want pay only for photocopy service, translation service, indexing, abstracting and Internet etc.

11- In user's opinion library staff is just like a issue / return clerk and not high qualified.

12- In user's opinion libraries are not using modern information technology.

13- The reason of failure market is lack of trained staff limitation of budget, user are not much interested to pay for the services and policy decision of the administration free use of information.

14- University libraries in U.P. wish to market to the direct customer and for recover only the overhead cost.

15- All university libraries want to market their information products.
16- Staff strength is less in university library and non-professional staff is more in comparison to professional staff.

17- Only one university library spend more budget on library operation moderation.

18- Some University libraries in Uttar Pradesh does have not sufficient budget for keeping them up to date them.

19- The collection of studies university libraries is satisfactory although some of them have vivid gaps in their collection due to limitation of finance.

20- The marketing of information services/products should be introduced in libraries after implementation of I.T.

21- University library in Uttar Pradesh are not using the information technology in their operation fully and also in marketing of information services.

22- Newsletters, new acquisitions lists, new published titles, forthcoming events and conferences, lists of translated materials can all be compiled and used to inform users about new and up-to-date information needed by them. Formal communication channel in university libraries needs to be adopted to complement the informal communication and support it.

23- Special bibliographies need to be compiled and up-dated regularly on various topics and according to the user’s needs.

24- Selective Dissemination of information needs to be established according to the user’s interest profile and the stage of projects and jobs in hand.

25- Current Awareness Services (CAS) bulletin need to be made more comprehensive and regular.
It is found there is a lack of proper methodology to evaluate or monitor the effectiveness of marketing in the university library of Uttar Pradesh.

It is observed that university libraries do not take the term "marketing" in right spirit because of not having clear-cut understanding of its various segments, which makes it difficult to introduce it in university libraries.

The University Libraries do not ‘earmark’ separate budget for & Marketing of their Products & Services.

It is observed that the Methodology presently in use in university libraries is ‘Personal Contact’ and ‘questionnaire and feed’ The main channel of dissemination of information is ‘personal contacts.’

It has been observed that the present infrastructure of the university libraries have lacking to develop appropriate marketing concept in university library of Uttar Pradesh except.

6.2 COMMUNICATION SKILL FOR DEVELOPMENT OF MARKETING:

The university libraries are big system of communication channel and reservoir of the dissemination of information. It has been observed that ‘communication process’ some times slow down or stops which affect and interrupt the flow of information in libraries. The libraries have to maintain the network of contacts and human relationship in order to achieve maximum utility of library and information services. Interpersonal skills are also used to communicate with, understand and motivate library public to both individuals and groups. Interpersonal skills create a workable environment in which library tasks
are happily and effectively accomplished. It is observed that university libraries, which use good interpersonal skills, are likely to be more successful than other libraries which have not.

6.3 COMMUNICATION & INTERPERSONAL SKILLS:

The university libraries are big system of communication channel and reservoir of dissemination of information. It is has been observed that 'communication process' some time slow down or stops which affect and interrupt the flow of information in libraries. The problem with communication is that no two individual are alike. Individuals or library staff has different attitude & perceptions, due to their respective domestic life styles & work culture, values & ideas, knowledge & qualifications, expectation and self image. There is also in difference in listening abilities of individual of library staff due to their natural tendencies. This leads to misunderstanding and lack of clarity. Effective communication and interpersonal skills are important to eliminate these problems. These should be used effectively to communicate and interact with various user within and outside the library. The libraries have to maintain the network of contacts and human relationships in order to achieve maximum utility of library and information services. Interpersonal skills are also used to communicate with, understand and motivate library users both individuals and group. Interpersonal skill create a workable environment in which library tasks are happily and effectively accomplished. It is observed that university libraries, which used good
interpersonal skills, are likely to be more successful than library where interpersonal skills are poor.

6.4 CONCLUSION:

The above issues and findings, if taken care of, and implemented, will go a long way in solving the problems of university library of Uttar Pradesh. It is found that such problem arises due to shortage of resources, absence of perspective planning, negligence on the part of the university and Govt. authorities' lack of marketing Oriental education. All these affect university libraries and their services in U.P. in particular and in general they affect the library profession and the nation as a whole.