CHAPTER-7

RECOMMENDATIONS

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SUGGESTIONS
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The change has always been part of the human condition. The concepts and practices of university library management have also changed considerably over the past of several years. Information is not just a basic resource of the library but now regarded as a valuable commodity which can add to and manipulated to create value-added products, which can also market. Changes in university library services/products are result of technological changes in response to user's demands. In order to implement marketing model in the university library should increase opportunities to participate all these staff responsible for any library services in the information function and its planning at all levels.

7.1 Important points for Marketing Planning:

Marketing plan should include following important sections for effective planning of university libraries.

1. Selecting appropriate strategy and methodology.
2. Evaluating the plan by feedback.
3. Designing communication skills.
4. Identifying the problems faced and its consequences.
5. Circulating written plan through print media.
6. Fixing the objective for target group.
7. Examining the situation considering internal and external sections for effective planning of university libraries.

7.2 Advantages of Marketing in Library:

The important advantages of library marketing have been noticed for the use of university libraries as follows:

1. Create a brand identity to the library.
2. Convert pessimistic users into potential and active users.
3. Eliminate and lesser to the misunderstanding
4. Influence policy decisions.
5. Create trust between information seeker and information provider.
6. Improve image and total library awareness.
7. Increase library commitment and integrated work activities.
8. Promote effective use of library and enhance the value of information.

7.3 RECOMMENDATIONS

The researcher after observing the present status of marketing of information services / products has made the following recommendations for implementing the marketing in university libraries.
Recommendation - 1

University libraries should provide the SDI, CAS translation services/ Indexing, abstracting, bibliographic list, online access to the users as most of the users are ready to pay for the above services.

Recommendation – 2

University libraries in Uttar Pradesh should adopt new information technology in their operation to keep them up to date than there should be introduced the concept of marketing.

Recommendation – 3

The top administration need to be persuaded about the absolute necessity of information management, such research and any associated educating programmes can make useful contribution to the betterment of the people of India.

Recommendation – 4

Library science subject should be introduced as a subject from primary level courses with marketing concepts as people think that librarian is issue/return clerk only.

Recommendation – 5

There should be a provision of separate budget for application of the marketing of information services/products.
Recommendation – 6

The Indian Universities should consider services of postgraduate course of library science students and I.I.A., IASLIC also should consider a services of training courses for the head of information facilities and professional marketing of information products & services.

Recommendation – 7

The university librarians should deliberately make serious efforts to enhance the marketing capabilities & knowledge of subordinate staff by way of creating additional opportunities to attend various training courses, seminars, talks, discussions, in-service training, etc.

Recommendation – 8

The Library Staff must be participated in various National and Regional Seminar & Training and Orientation – Course / Programmes related to Marketing of Information.

Recommendation – 9

The university library staff need to have self / motivated and positive approach to acquaints themselves with all traits and techniques of Marketing through active.

Recommendation – 10

The University Libraries need to work out their initial plans and action programme to introduce Marketing of Information.
Recommendation – 11

The General Universities in India need to incorporate and Marketing of information in their both BLIS and MLIS curriculum to produce trained library professional for university libraries.

Recommendation – 12

The university libraries need to accept and adopt the total management approach to the provision for Marketing of Information Services / Products.

Recommendation – 13

Accountability to be fixed for library staff to make introduction of marketing of information feasible. They should be well alert and trained personal willing to perform his / her duty with self – interest without any pressure to cater every needs of every library user.

Recommendation – 14

The University library is challenge by budget cut and dealing with financial crunch due cost inflation of books, journals, therefore, library should give marketing of information / LIS a serious thought so that budget position should be improved and library acquire numbers of new services for library users & Marketing of Information become practically feasible.

Recommendation – 15

Library policy maker should formulate written policy for marketing of information / LIS with due consideration of pricing strategies.
Recommendation – 16

The university library has shortage of trained professional, library manpower in the area of marketing; therefore, library should recruit more trained professional staff with marketing background who can impart training to other library professional.

7.4 Marketing Techniques:

There are various modern tools and techniques available for effective development of marketing for university libraries. Hence, the university library should afford to adopt the following techniques to create high public image and credibility.

➢ Advertisement
➢ Audio – visual presentations.
➢ Briefing meetings.
➢ Brochures
➢ Corporate hospitality
➢ Corporate Identity.
➢ Conference / Seminars
➢ Talks / Speeches
➢ Desktop Publishing.
➢ Direct Mail.
➢ E-mail
➢ Display stand.

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Event recording.
Exhibitions.
Internet
Magazines
Media releases.
Demonstration / Presentation
Newsletters.
Notice Board.
Photography
Photocopy
Sponsorship
Library Guide, etc.

7.5 Conclusions

Marketing provides various channel of communication for actual interaction between a library and its users. The two kinds of major benefits of communication the marketing provides are: (1) Users awareness and use of the entire library has to offer (2) to heighten the library image, Libraries and Information Centers as Profit-making Institutions is growing issue and fast approaching to find a place in university libraries. Shrinking budget and escalating cost of publications are variable forcing librarians to think to revenue generation. At the same time, users are ready to pay for getting the required information in the time. The situation has made information as a marketable
commodity, which gives birth to concept of "economic self – sufficiency" for libraries. Library users seek benefits or solutions, not products.

It is important that any product or service created offers the benefit that library users seek. An understanding of the users and benefits he or she seeks from university library services is central to survival. University libraries need to be aware of the different stage in the users demanding process. It is important to analyze critically the relationship between the library and its various users.

The aim of present research writing is to stimulate the university librarian to think seriously the application of 'marketing' for fund generation as an initiate and essential activity that need to be mastered by them.