

# MARKETING OF INFORMATION SERVICES AND PRODUCTS OF NATIONAL LIBRARY IN INDIA

**Paramjit Kaur Ghuman**

Professional Asst. Bhai Gurdas Library, GNDU, Amritsar.

Email: [ghuman\\_06paramjit@yahoo.com](mailto:ghuman_06paramjit@yahoo.com)

**Yadwinder Singh**

Library Restorer, Bhai Gurdas Library, GNDU, Amritsar.

Email: [yadasingh79@gmail.com](mailto:yadasingh79@gmail.com)

## 1.0 Abstract

This paper describes the history of national Library. The national Library is one of the repository libraries for United Nation Organisation and its agencies. This paper highlights services of National libraries and also give the idea of marketing of information services and products in National library. The paper also foreground need of information marketing and source for information marketing.

**2.0 Keywords:** National Library, Collection, Services, Marketing.

## 3.0 Introduction:

The history of the National library of India began with the formation of Calcutta public Library in 1836. That was a non-governmental institution and was run on a proprietary basis.<sup>1</sup> Lord Metcalfe, the Governor General at the time transferred 4675 volumes from the library of the college of Fort William, Calcutta to the Calcutta Public Library. Indian and foreign books, especially British, were purchased for the library. Donations were regularly made by individuals as well as by the government. The Calcutta Public Library had a unique position as the first public library in this part of the world. The present National Library has many rare books and journals in its collection. The Imperial Library was formed in 1891 by combining a number of secretariat libraries in Calcutta. Of those, the most important and interesting was the library of the Home Department, which contained many books formerly belonging to the library of East India college, Fort William and the library of East India Board in London. Lord Curzon, the Governor General of India conceived the idea of opening a library for the use of public in 1903. He noticed that both the libraries were underutilized because of limited access and lack of facilities. He decided to amalgamate the rich collection of both libraries. The new amalgamated library called Imperial library was opened to the public on January 30, 1903 at Metcalfe Hall, Calcutta. "It is intended that it should be a library of reference, a working place for students and repository of material for the future historians of India, in which, so far as possible, every work written about India at any time can be seen and read" The Government of India changed the name of imperial library to the National Library after Independence, with the enactment of the Imperial Library (change of name) act, 1948 and the collection was shifted from Esplanade to Belvedere estate. The national library was opened to the public by the Education Minister of India, Maulana Abul Kalam Azad in February 1, 1953. B.S. Kesavan was appointed the first librarian of the National Library. In 2010 Ministry of Culture Govt. of India decided to get the library building restored by-the archaeological Survey of India.

## 4.0 Collection of National Library

The national library receives books and periodicals under the Delivery of Books and Newspapers (public libraries) Act 1954 in almost all Indian languages. Different Language Division acquire, process and provide reading material in all major Indian languages Hindi, Kashmiri, Punjabi, Sindhi, Telugu and Urdu, Language divisions maintain their own stacks. Other books are stacked in the stack division. The library has separate Indian languages division e.g Assamese Bengali, Gujarati, Hindi, Kannada, Kashmiri, Malayalam, Marathi, Oriya, Punjabi, Sanskrit, Sindhi,

Tamil, Telugu and Urdu respectively. At present, Assamese division has 1200 books and 85000 books in its Bengali collection. The library has published a four volume catalogue of books in Bangla. The library has 37000 books in Gujrati Language. This collection also has 30 volumes of paintings, by Kanu Desai published between 1936 and 1956. The collection of Hindi books has been continuing since the time of the Imperial Library. At present library has 80,000 books in Hindi. It also consists 1300 books published between the last two decades of the 19<sup>th</sup> century. Currently, there are 32000 books in Kannada in the library.

In Kashmiri division, the library has 500 books in Kashmiri language. About 34500 books are available in Malayalam Division of the library. The Marathi Division has 37000 books. The Imperial Division had only 133 books in Oriya Division but later the collection was increased to 542 books. In Punjabi Division, most of the works are of recent origin. There are a few old and rare books of Punjabi. At present the division has over 20,000 books in Sanskrit. The collection attracts scholars from India and abroad. At present, library has 2100 books in Sindhi. Tamil division has 57000 books. Apart from this, the library has 1000 Tamil books and 300 Tamil manuscripts. Telugu Division has a good number of old Telugu books published since the earlier decades of the 19th century. Like Arabic and Persian, the Urdu collection was substantial since the days of Imperial library. At present it has more than 20,000 books. The national library has impressive number of rare books and other reading materials. In 1973, a separate Rare Books Division was established. At present the books published prior to 1860 are considered as rare books. Along with rare books, manuscripts and microfilms are also available in this division. This division has 3000 manuscripts, 4700 monographs and 1500 microfilms. The national library holds 17000 books and monographs and 800 current print periodicals in science and technology. All the publications of Government of India, state governments, union territories, government undertaking, S autonomous bodies are collected, processed, preserved in National Library. For this purpose a separate division was established in 1972. The collection also includes the documents published by the government of Great Britain relating to India. At present national library has around 4,90,000 Indian official documents of Government of India. The national library has an invaluable collection of books in English language because of the systematic development by Calcutta Public Library and Imperial, Library. Although the library has books in English and other reading materials in almost all subjects especially rich in humanities. The Imperial Library had a good number of Arabic and Persian works. The European Languages Division was re-organized, established to have five separate divisions. They collect, process and preserve Chinese and East Asian languages. At present the collection has 15000 Chinese books and one thousand each in Japanese, Korean, Tibetan, Nepali and Thai Languages. As collection wise the National library of India is the 2<sup>o</sup>d largest public library in Asia.

The National Library is one of the repository libraries for United Nations Organization and its agencies. All the publications of UNO and its agencies are received by the library free of cost. The library also receives publications of the governments of United States of America, Great Britain, Canada and Commonwealth nations. Almost all the volumes of the sessional sets of British parliamentary papers since the beginning of the 19th century are available. Apart from the depository copies, the library acquires selected foreign publications through purchase. At present the library has around 400,000 foreign official documents. All the newspapers and periodicals in Indian languages are received and processed in their language divisions. But the English newspapers and periodicals, both Indian and foreign are acquired and processed separately. The library has a rich collection of late 19th and early 20th century newspapers and periodicals. National Library has about 3600 rare and historically important manuscripts in different languages. The library has an extensive collection of maps from the 17th century onwards. At present the library has 85000 printed maps, 511 cartographic manuscripts and 280 atlases. The library has around 500 rolls of microfilms and 1000 microfiches. The census of India (1872-1951) is one most important and rare document available in the form of microfiches.

### **5.0 Importance of information**

Information is an indispensable agent promoting the development of society.<sup>ii</sup> Keinp (1976:101) observes, that information has been called, the fifth, that information is the life of planning, directing, aid controlling any enterprise. It makes the satisfaction of the demands of the population possible in an efficient way.

The present age is rightly characterized as the age of information, where success in any activity is based on, the amount and accuracy of information available. It is a fact that information is a key resource for the progress and development of a nation. Rairia, (1998:3) examines the need of information for Cultural and

political development of its citizens. Information is a commodity or economic good of worldwide significance, which contributes to the national economy. Information has become a commodity that people buy and sell. The criteria that determine power have shifted from industry ownership to the information owners; the global economy has shifted from industry based to information based. The quality and quantity of the information resources of the country are two of the parameters for development. Countries with adequate information infrastructure and information technology can create artificial demand for superfluous products and use it as a weapon against the economy of other countries. Information is an indispensable input for technological and economic development. It is a negotiable product that moves about in international markets. In today's international developing economies, a country that is incapable of providing information to its citizens will lose autonomy and be at the mercy of developed countries for information.

### **5.1 Information marketing by National Libraries**

Marketing of information service and products of national libraries is not only an essential activity but also a vital philosophy.<sup>iii</sup> National libraries market their services and have adopted marketing principles and developed a marketing orientation to face new challenges. National libraries acknowledge the role of marketing in planning and in the preparation of continuing education. National libraries have embraced marketing to promote and extend their services to the public. Compared with other type of libraries, National Library serves the large range of clients and offers the various types of services. National libraries do make efforts for the development of research.

### **5.2 Defining the National Library Marketing**

National Library marketing refers to all the activities that let the public know about library services and collections.<sup>iv</sup> Marketing tells users and non-users what the library has to offer. National library systematically seeks to understand what their patrons want, design their services to meet the needs of patrons and effectively promote these services about collection of national libraries. National library marketing, therefore also involves planning, measurement and evaluation budgetary and fund raising development. Believe that the marketing in national library will arise more library usage by current patrons and attract non users to the library. The expectation at national library patronage will lead to greater support to the national library.

### **5.3 Need of Information Marketing**

This is the very first aspect of employing effective marketing in any kind of libraries.<sup>5</sup> Many librarians correlate marketing with profit and consider that libraries are not for making profits. Basically because they were not taught marketing at library schools and do not see marketing to have anything to do with running a free public library. Over the years, events have indicated that marketing is important for libraries to live and survive. The interest in marketing has tremendously increased over the last two decades in almost all kind of libraries throughout the world. Even the reasons for applying marketing have not been much different. Some of the common reasons- identified are that: the founding missions are increasingly ill-suited for the demands of the marketplace; budgets are becoming tight while units are claiming for more support; the recruiting and fund-raising terrain having become extremely competitive; and the rising competition among similar information services providers. There are some other reasons which require marketing orientation in library and information services, such as it helps in managing libraries better; it brings commitment to customer focus; publicizes the benefits of the library services and listening to users' needs; it helps in making users feel better that they use library again and again; and it improves the library's image. As such there is always a need for LIS staff to develop a more responsible attitude towards their users, ensure credibility and a positive attitude to face new challenges as well as opportunities. There is always a greater need for appreciation and good understanding for marketing concept.

### **5.4 Importance of Information Marketing by National Libraries**

Marketing is vital in an increasing competitive and performance managed world.<sup>v</sup> LIS professionals of National Library need to develop and promote information and information services that is customer focused and show measurable outcomes for their organizations. National library is a unique and valuable. Secondly to update marketing is important the images of library and librarian for the 21st century sustaining and strengthen their relevance. Due to many foregoes marketing is important and essential.

- Rising expectations of users
- Lack of awareness about existing resources and services
- Changing concept of library and information sources
- Limited financial resources
- Information explosion
- Impact of information technology
- To improve the image of library

### **5.5 Sources for Information Marketing by National library**

- Library catalogue printed form
- Online catalogue like OPAC
- Bibliographies
- List of news edition
- Email services
- Online indexing services.
- Online Abstracting services
- Providing online access to databases national and international
- Translation service
- Photocopy service
- web bibliography

### **6.0 Market Strategy and techniques of National Library**

Efficient marketing strategy means understanding your target audience and stipulated time frame to match your services to your customer's needs and expectations within your objective and budget.<sup>vi</sup> Yours objective' should be SMART means simple, measureable, achievable, reliable and within a time frame;

- Marketing as an aspect of management enables library and information managers to know and understand the needs of their clients.<sup>vii</sup> This knowledge will help them- to make good management decisions, which will in turn help in providing services to clients more efficiently and effectively.
- Library and information managers are not only interested in the group of people who use the services. They are also interested in non-users. Marketing will help library and information management to identify the information needs of non-users and therefore, provide them with relevant information.
- Librarians and information managers need to present their services as an indispensable part of the organization within a community and try to justify their claim that their clients cannot do their job efficiently or effectively without a library service. Their community will in one way or another suffer without a good library and information service. In this way, marketing techniques will help libraries and information services receive more funding from their patron agencies
- Marketing will help to improve the image of the library and information profession.

### **6.1 The future of Marketing:**

All library managers agree that marketing would become more important in future, the main benefits being better services through more customer oriented staff, and financial gains through a more efficient and more visible way to run the organization.<sup>viii</sup> Marketing had helped secure ongoing investment into more public facing events and activities and had significantly raised the library profile with government, stakeholders, and media. Marketing as a crucial element in survival in a competitive world, together with further plans to increase participation through more online and interactive exhibition and increased digitization of holding.

### **7.0 Conclusion**

Lastly It can be said national libraries need marketing, promotion, publicity, advocacy, lobbying, public relations and others communication techniques. Library is complex, and its many dimensions have many faces. Library mainly use marketing tool to attract and serve their users. Libraries also communicate their value to the society at large and try to get attention of the media as the most powerful channel in a contemporary world.

### 8.0 References

1. En.wikipedia.org/wiki/National\_Library\_of\_India
2. Madhusudhan, M (2008) Marketing of library and information services and products in university libraries; a case study of Goa University Library: Library and philosophy and Practice (accessed on 21-5-2014).
3. <http://www.tandfonline.com/10i>; Loriene Roy A; Marketing in Public Libraries.
4. Gupta, Dinesh. K (2003) Marketing of library and information services : Malaysian Journal of library and Information Science Vol8,no.2, 95-108 (accessed on 21-5-2014).
5. Gill Jatinder Singh and Gill, Satwinderpal Kaur (2012) Marketing of library products and services Edited by Chopra, H.S, Librarianship in Digital Era. Jalandhar, Uttam Publisher, 546-550.
6. Chopra, Shalinder Kumar (2006) Information Marketing (Vistas of information management edited by P. Venkata Rao, Ambala Cantt, Wisdom House Academic Pvt. Ltd, 2006, p.323.
7. Ojiambo, Joseph (1994) Application of marketing principles and techniques to libraries and information centres. Emerald. Library Review vol 43 no.2 (accessed on 14-6-12) [www.knowledgecommission.gov.in](http://www.knowledgecommission.gov.in).
8. Satija , M.P(2013),” Infotmation nature , Imporatnce and Function” Annal of Lib. And Info. udies 60 :128-133.
9. Schwamm, Hartmut (2009) Marketing orientation of National libraries: Libri Vol 59 no.4, 259- 274p.

---

i [http://en.wikipedia.org/wiki/national\\_library\\_of\\_India](http://en.wikipedia.org/wiki/national_library_of_India)viewed 20-05-14.

ii Madhusudhan, M (2008) Marketing of library and information services and products in university libraries; a case study of Goa University Library: Library philosophy and Practice (accessed on 21-05-2014)

iii Information Outlook, Vol. 6, No. 11, November 2002.

iv <http://www.tandfonline.com/10i>; Loriene Roy A; Marketing in Public Libraries.

v Gill Jatinder Singh and Gill, Satwinderpal Kaur (2012) Marketing of Library products and services Edited by Chopra, H.S., Librarianship in Digital Era. Jalandhar, Uttam Publisher, 546-550.

vi Chopra, Shalinder Kumar(2006) Information Marketing (Vistas of Information management edited by P. Venkata Rao, Ambala Cnatt, Wisdom House Academic Pvt. Ltd. 2006, P. 323.

vii Ojiambo, Joseph (1994) Application of Marketing Principles and Techniques to Libraries and Information Centers. Emerald. Library Review Vol. 43 No. 2 (Accessed on 14-05-14) [www.knowledgecommission.gov.in](http://www.knowledgecommission.gov.in)

viii Schwamm, Hartmut (2009) Marketing Orientation of National Libraries: Libri Vol 59, No. 4, P. 259-274.