

# Review of Professional College Libraries in Marathwada Region Using SWOT Analysis

Maroti Laxman Mane<sup>1\*</sup> Dr. Rajeev Rameshchandra Paithankar<sup>2</sup>

<sup>1</sup>PhD Research Student, Kalinga University, Raipur

<sup>2</sup>PhD Research Guide, Kalinga University, Raipur

**Abstract – The Professional College Libraries in Marathwada region these are broadly recognized as essential assets to the financial development. Resource limitations, shared get to shapes the predominant method of access because of these innovations countries. From most developing. The Governments, non-governmental firm and business people have contributed imperative measures of human and money related assets in broad daylight libraries and different types of community, without clear confirmation on what a definitive results will be and the genuine expenses. This paper makes an objective analysis of the strength, weakness, opportunities and threats (SWOT analysis) of university libraries of Engineering and Pharmacy colleges in Marathwada region in terms of collections, infrastructure, human resources, and library and information services It also analyzed the strength and weakness of the university libraries according to the opinion of the chief of each library.**

-----X-----

## I. INTRODUCTION

University libraries can play a very important role in the higher education sector. In fact a few university libraries in India are playing an excellent job of producing knowledgeable citizens. But with the advancement in information and communication technology university libraries in India have faced with a number of challenges.

This is a numerous of impact is given to the Human Life. To eschew pressure while dealing with everyday activities in our life we give the commendation to the management. There is no occasion to have the problem while we are conduct with the work if is ready within the time. In today's world we select every sector planning and management. Planning is the section of management system which not only helps to finish the work but also helps to obtain the series of different things or goals in each division in the short span of time. To live the happy life without any pressure and tension required good planning and management. So that the management is not only related with the other sections but also deals with the Library System, Management also important for college libraries for the appropriate and suitable works (Ugah, 2007). (Gasparotti, 2009). (Ommani, 2011).

In today majority of college libraries are professional and hence based on ICT (Information Communication Technology) standards. This technology basically utilized to replace with the IT & it has been consist the ways & the method have generated to handle

information and retrieval, with the use of computers, telecommunication & office system (Kumar, 2012).

In the images, multimedia video, conversations cannot be hold the business data. The Information Technology (IT) department this is basically attack on the operations of library or information services and will possibly continue to increase into other professions. The applications of technology it is the various operations of library, such as online ICT, digital information along with communication & information for the operations of library is created the possibility for online reference service & electro cataloguing it has been developed into the processing & information handling ascribed to accessibility, the sharing of resources information, file transfer and networking. In the Information and Communication Technology includes the all technologies are the manipulation and communication (Kumar, 2012).

The information has been collected from the various sources like office, home or from anywhere working stations which is accessed from the web and has been converted into the print resources in the electronic form (Thapa & Sri Devi, 2015). (Zhang and Xiang Yu, 2016).

Information and Communication Technologies are transformed most of the libraries that moved from early stage of automating the library operations to the stage of almost all spheres of library services and routines. This growth or development impose that a

broad section of the librarian's responsibility in the present era involves working not only with computers but also with other Communication and Technological tools which led to additional skills demand. The conventional academic skills, librarians are needed information and communication technology knowledge (Afrodite, et. al., 2011).

In the institution the facility of the Library is provided using the SWOT Analysis approach is largely. The set-up of the new Industrial Project the SWOT technology help to study the strengths and weakness industrial Opportunities and different threats in the field of industry. The Industrial Project is based on these four parameters which provide the mortal nature to the industrial portion without any problem. SWOT technology is used in institutions which supplied facility of the Library where the work and other activities related to the Libraries is done with the help of SWOT. Is it demanded for the use of Libraries or not is analysed with the help of books in the Library. This thesis presented the study on professional libraries in Marathwada region (Maharashtra). Information and Communication Technology usage for libraries there are number of colleges in this region. This study is conducted by using SWOT analysis. In this paper, our motive is to analyze using swot analysis of Professional College Libraries in Marathwada Region. Additionally, In section III, we present the recent works on conducted on Swot Analysis. In section II, we are presenting the study on swot Analysis.

## II. SWOT ANALYSIS

Both inside and outer elements that may impact your work through device of SWOT supplies. An unavoidable piece of group getting sorted out is change. If you will probably plan and act viably then that time you know how to take load of the qualities, shortcomings, openings and dangers. Quality, Weakness, Opportunity and Threat this is stands for SWOT. You can recognize your association's qualities and shortcomings (S-W), and additionally more extensive open doors and dangers (O-T) utilizing a SWOT investigation control. SWOT is by all account not the only assessment strategy you can utilize. On the off chance that this is the correct approach for your circumstance at that point contrast it and other evaluation devices in the Community Tool Box to determine. Strategic arranging and basic leadership assists with building up a fuller cognizance of the circumstance. The properties of this technique are the application for classification of its simplicity and level of operation. The SWOT technology was initially made for the industry & business, Into their works this group has been useful, despite good and improved, training, and self-awareness.

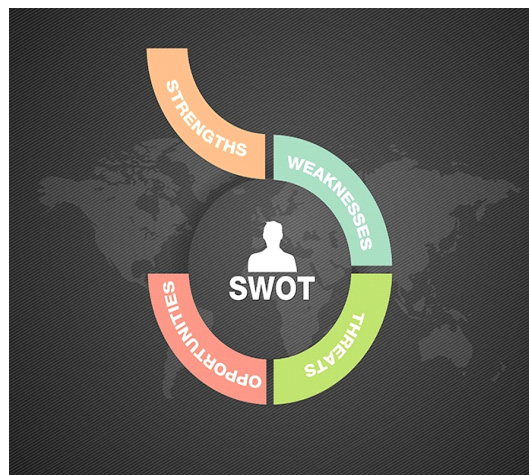


Figure 1.3: SWOT Analysis

SWOT analysis is required to:

- Traverse conceivable outcomes for new examine or answers for troublesome.
- Identifying your possibility for accomplishment in setting of dangers to achievement can clean bearings and decisions.
- Make choices about the best way for your leverage.
- If you are at a crossroads or defining moment, a stock of your qualities and shortcomings can uncover needs and in addition likelihood. Figure out where change is conceivable.
- The Adjust and refine plans mid-course. while another risk could close a way that once existed then this is the new open door may open more extensive roads.

The SWOT additionally offers a basic strategy for conveying about your leverage and a great system to sort out data you've accumulated from studies or overviews.

## III. RELATED WORKS

### Akobundu Dike Ugah (2007)

Foundation, organization, staff, accumulation, and administration of specialized and labor, this highlighted the qualities, weakness, risk and exposition (SOWT), to the extent of their support for the teaching and research mission of the school by the Michael Library of the University of Michael Okpara.

**Carmen Gasparotti (2009)**

The Romanian maritime industry was arranged in the primary quadrant concentrated the SWOT demonstrate. The distinguishing proof quadrant of the SWOT offices which is move to the last examination venture to figure the solid methodology.

**Ahmad Reza Ommani (2011)**

Authors presented the study of SWOT analysis on farming system businesses management. SWOT investigation assigns a system for helping the organizers to recognize the methodologies of accomplishing objectives. In all nations, cultivating rehearses assume an essential part in sustenance security. Populace increment was the extensive explanation behind development nourishment needs and it puts extra weight on the common asset. They recognized procedures assume an essential part in cultivating framework improvement and in developing nourishment security around there.

**Dr. P.K. Suresh Kumar (2012)**

Authors presented target examination of the quality, shortcoming, openings and dangers SWOT examination of four college libraries in Kerala viz. Cochin University of Science, Kerala College Library (KUL) & Technology Library (CUSATL), the CH Mohammed Koya Library of University of Calicut (CHMKL) & Mahatma Gandhi University Library (MGUL) in regards to a collections, system, HR and library and information organizations in like manner separated the quality and weakness of the school libraries as shown by the appraisal of the leader of every library.

**Neelam Thapa and Sri Devi J (2015)**

Authors presented the SWOT analysis of Indian Government's initiatives to document this traditional knowledge. Indian Government has taken a number of initiatives to promote research in this area but the initiatives are scattered shows analysis. The efforts demands to be brought under one umbrella to reap the advantages of these initiatives.

**Ben Zhang and Xiang Yu (2016)**

SWOT analysis for patent distribution which assumes a critical part in the patent examination and the patent search. In this research, the most important job of this exploration is to dissect for the connection between CPC (Co-operation Patent Classification) and IPC (International Patent Classification).

**Srinual Nalintippayawong et al (2016)**

In the Thai open advanced education organizations the expected to navigate the status of data framework (IS) reception in Thai open advanced education establishments and to analyze the qualities, deficiencies, openings and threats in the choice of Information Technology. In information technology management who have played an important role in the flag reply were the CIOs (or equivalent position), from all Thai public higher education institutions. The Most instruction organizations still work every single utilitarian region physically and EIS was just executed in 4% of all Thai open advanced education foundations. The status of the in general IS reception was low with the three practical zones with the most noteworthy rate of IS appropriation being the library administration (9.6%), money related administration (9.5%) and resource/stock administration (7.9%). IS for enhancing their key basic leadership in light of the fact that the IS serving their part is lacking this suggests senior administration. In addition, just 28.6% of all training association has received ERP.

**Ravichandran et al. (2012)**

Authors explored "Use of web based library services". Further it is recommended that the library professionals have to improve their ICT skills to provide various services to the user community. The study revealed that majority of users used e-mail service for communication and digital library service for collecting information for their academic purposes.

**IV. CONCLUSION**

In this study we presented the critical analysis of professional libraries from the Marathwada region using SWOT analysis with reference of two engineering and two pharmacy colleges. All the university libraries in Marathwada region have enough potential to market their information products and services through a strategic marketing approach. All University Librarians in Marathwada region have a positive opinion towards marketing but none of the libraries has specific allocation of funds or a designated person or a marketing wing for marketing of information products and services. Most of the libraries identified certain problems encountered in the marketing of information products and services such as lack of trained staff, less demand from the users for the existing resources and services. Through thorough weeding out process of documents and survey of the users to know their requirements and their expectations of the library, these problems can be tackled. From the analysis of the marketing elements viz. product, place, price and promotion, in the university

libraries in Marathwada region, it is observed that university libraries in Marathwada region need better promotional activities, because a successful marketing plan demands careful attention to promotional strategies. Also it was found that University library wise difference in marketing activities is significant. Most of the libraries offer not only conventional services but also some of the ICT based services. JNEC offers more ICT based services than other libraries. Regarding the total number of services rendered by the each university libraries in Marathwada region, OIPA is on the top with 16 services followed by MGMC and NPCN at the bottom level with only 11 services.

## REFERENCES

- Abdelrahman, O. H. (2009). The State of ICT Implementation and Training at the University of Khartoum Library System (UKLIS). Paper presented at International on academic libraries (ICAL 2009).
- Adeyoyin, S. (2005). Information and communication technology (ICT) literacy among the staff of Nigerian university libraries, *Library Review*, 54(4), pp. 257-266.
- Afrodite, Malliari., Stella, Korobili., and Sofia, Zapounidou (2011). Exploring the information seeking behaviour of Greek graduate students: A case study set in the University of Macedonia. *The International Information and Library Review*.43, pp. 79-91.
- Ahmad Reza Ommani (2011). "Strengths, weaknesses, opportunities and threats (SWOT) analysis for farming system businesses management: Case of wheat farmers of Shadervan District, Shoushtar Township, Iran", *African Journal of Business Management* Vol. 5(22), pp. 9448-9454, 30 September, 2011.
- Ahmad, N., & Fatima, N. (2009). Usage of ICT products and services for research in social sciences at Aligarh Muslim University. *DESIDOC Journal of Library & Information Technology*, 29(2), pp. 25-30.
- Ajidahun, C. O. (2007). The training, development and education of library manpower in information technology in university libraries in Nigeria. *World Libraries*, 17(1), pp. 12-17.
- Akobundu Dike Ugah (2007). "A SWOT Analysis of the University Library of Michael Okpara University of Agriculture Library, Umudike, Nigeria", *Library Philosophy and Practice* 2007.
- Ben Zhang and Xiang Yu (2016). "The SWOT analysis for Co-Operation Patent Classification and its development strategy", *Management of Engineering and Technology (PICMET) Conference*, 2016, IEEE.
- Carmen Gasparotti (2009). "The Internal and External Environment Analysis of Romanian Naval Industry with SWOT Model", *Management & Marketing* (2009) Vol. 4, No. 3, pp. 97-110.
- Dr. P.K. Suresh Kumar (2012). "University Libraries in Kerala: A SWOT Analysis for Marketing", *Library Philosophy and Practice* <http://digitalcommons.unl.edu/libphilprac/>, ISSN 1522-0222.
- Li, L. L. (2009). *Emerging technologies for academic librarians in the digital age*. London: Chandos Publishing.
- Majumdar, R. P., & Roy, S. (2008). Application of blog in library and information services. *IASLIC Bulletin*, 53 (4), pp. 241-246.
- Mutula, S. M., & Wamukoya, J. M. (2007). *Web information management: A cross disciplinary approach*. London: Chandos Publishing.
- Neelam Thapa, Sri Devi J. (2015). "Preservation of the Traditional Knowledge of Tribal Population in India", 2015 4th International Symposium on Emerging Trends and Technologies in Libraries and Information Services, IEEE.
- Reinking, D. (2005). Multimedia learning of reading. In R. E. Mayer (Ed.), *The Cambridge handbook of multimedia learning*, 355-376. New York: Cambridge University Press.
- Singh, N. (2001). Internet: Importance and Usage for Library and Information professionals. *DESIDOC Bulletin of Information Technology*, 21 (3), pp. 17-28.
- Srinual Nalintippayawong, Kanokwan Atcharyachanvanich (2016). "IT Management Status in Public Higher Education Institutions in Thailand", 2016 IEEE ICIS 2016, June 26-29, 2016, Okayama, Japan.
- Varalakshmi, R. S. (2007). Need for National Consensus on Library and Information Science Education in India. *DESIDOC Bulletin of Information Technology*, 27 (2), pp. 13-20.



**Corresponding Author**

**Maroti Laxman Mane\***

PhD Research Student, Kalinga University, Raipur

E-Mail – [marotimane1976@gmail.com](mailto:marotimane1976@gmail.com)