

Study and Analysis of Professional College Libraries in Marathwada Region using swot Analysis reference to Engineering and Pharmacy College

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Abstract – There are different research problems identified in previous research for library management with professional technologies. Large public libraries of engineering and pharmacy colleges from Marathwada region are suffering from the undressed challenges in the new technologies and ICT standards. These challenges bear most importantly on the traditional library tasks of reference and classify services, collection development and the use of library space. Critical study of professional (ICT) libraries of Marathwada Region with the help swot Analysis Special reference to Engineering and Pharmacy College is the main research problem statement. A library is a structured group of sources of information and similar resources, which available to a defined group of people for reference or borrowing. The primary functions of a library are to collect, organize, preserve and deliver information to the users, with the passage of time, several techniques and technologies have emerged for handling the information more speedily and effectively. This study will cover aspect of effectiveness of professional college libraries services and that affect satisfaction of students and research scholar and results in improve the service quality.

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I. INTRODUCTION

Now days research scholar and students are facing the challenges and they are preparing themselves to study the effective use of technology. E-books, e-diaries, online databases, and CD-ROM database these library resources are published in electronic forms. The demand for information from the users is also changed from traditional information service to ICT based information service (Mayuri, et. al., 2011). The Students and Research Scholars at present are expecting information to be delivered in their desired modes and forms like mobile phone, laptop, and e-mail. The Students and Research Scholars are also needed to improve their ICT skills for powerful utilization of the different assets and administrations in electronic arrangements. The scope of this study is to recognize the different levels of skills and consciousness possessed by the students and research scholars studying in engineering and pharmacy colleges located in Marathwada region, Maharashtra, India using SWOT analysis (Mullah & Chandrashekara, 2010).

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group of people for reference or borrowing. The primary functions of a library are to collect, organize, preserve and deliver information to the users, with the passage of time, several techniques and technologies have emerged for handling the information more speedily and effectively. This study will cover aspect of effectiveness of professional college libraries services and that affect satisfaction of students and research scholar and results in improve the service quality (Shahnaz, 2012).

In these illustration demonstrates the how dangers can progress toward becoming open doors (and the other way around). You may need to refine, or you may need to just take a gander at the certainties longer, or from an alternate edge. There are some mechanisms that can be used to test SWOT, which includes a compulsory SWOT frame, which you can use to stimulate the examination, however, do not be surprised if you use the organization you use, If your qualities and weaknesses are not properly coordinated, the opportunities and dangers will highlight your graph, rundown or table designs positively (Sen, 2005).

In library service development or information product generation, idea generation is the first important thing which comes in the mind of an individual or a group in line with the individual/organization's objective. After discussions with peers, some of these ideas actually filtered through for further action. Carrying out market research is next important activity which tells the innovator on the feasibility of the idea into a successful implemented product/service. Most important step after the leads from marketing research is SWOT (strengths, weaknesses, opportunities and threats) analysis. Once basic information from both internal and external sources about the own and competitive organizations, and products under consideration have been collected. What might be your organization's strengths, weaknesses, opportunities and threats that time the Information has been find during the scan provides a valuable intuition to . The important objective of SWOT analysis is to assess the risk factors involved in taking any new decisions (Afonso, 2004).

It is found that many a time librarians start a service or develop a product without knowing its potential within the organization or outside. This results into developing into a PUSH TYPE product/service. Users may not like it and the service/product dies a natural death. Before launching any service, carrying out SWOT analysis of the library resources, users demand, are essential.

All components identified with the venture are legitimately recognized. SWOT examination is a business investigation assignment that guarantees that destinations for a venture are obviously characterized and that there are different areas to SWOT analysis process: the Qualities, Weaknesses, Opportunities and Threats. The both inside and outer parts are considered while doing SWOT Analysis, as they both have the conceivable to affect the achievement of a venture or wander. A Marketing management, company working analysis, library system management SWOT analysis used for this term (Antony, et. al., 2009). (Babu, et. al., 2009).

The SWOT examination gives a target appraisal regarding whether the library can manage the earth. To achieve its objectives quality is an asset or ability of an association is the most important. To prevent the achievements of organization objectives the weakness is a debility, fault, defect, or limitation. In the organization's external environment and opportunity is any conducive or favorable situation. It enables the library to upgrade or enhance its position. A danger, then again, is a negative circumstance, an obstruction or imperative that may posture issues in the smooth working of the library or it may even mischief it. Really, SWOT examination empowers frameworks to be masterminded that can viably utilize Strengths and Opportunities to beat the Threats and Weakness going up against the library.

II. LITERATURE SURVEY

Sadanand Y. Bansode and Shamprasad M. Pujar (2008) author finding the purpose and use of methods to finding data and the pursuit systems utilized as a part of recovering the data by the exploration researchers of Shivaji University, Kolhapur. these is discover that the look into researchers utilize the web for their examination and correspondence purposes. The additional, they suggested that more mindfulness about web assets and preparing in the utilization of the same should be given by library experts.

Sahu and Mishra (2008) made study on "Use of Internet/ Web Resources by the Students of North Orissa University: An Analysis" used the questionnaire method for data collection and distributed 98 questionnaires and the total number of responses collected were 90. Out of 90, 10 had not used internet and finally 80 respondents were considered for data analysis and interpretation.

Sevukan and Sivaraman (2008) in their study on "Use of Internet of service in Pondichery University Library" used the questionnaire method was adopted a sum of 70 surveys were conveyed and filled in polls were gotten and analyzed. Simple percentage analyses were used for data analysis. The study suggests that spent with the internet may be increased and user orientation programme may be conducted to make the users aware of the e-resources.

Gunasekaran, Balasubramani and Sivaraj (2008) have conducted a study on "Usage of electronic journals through consortia by the students and members of faculty of Bannari Amman Institute of Technology, Tamil Nadu: a survey". The findings of the study revealed that electronic journals which are subscribed by the institute through consortium is being used effectively by the students and faculty members and maximum number of students and faculty members used electronic journals for course work and to get the latest information sources. The study suggested that the Internet speed must be increased and e- Journals such as ACM Digital Library, Elseviers Science Direct, Compendex Plus and INSPEC may be added in the institutional subscription.

Kanniyappan, Nithyanandam and Ravichandran (2008) conducted a study on "Use and impact of e-Resources in an academic and research environment: a case study". The prime targets of the review were to discover data needs and level of users' satisfaction with electronic sources and services. The discoveries of the review demonstrated that all the staff individuals utilized the online administrations and greater part of the respondents were happy with email, Internet, OPAC, and online diaries and furthermore found that dominant part of

the respondents utilized e-Journals and Internet for their exploration and study reason.

Kannappanavar and Rajanikanta (2008) have conducted a Study on "Effective use of E-Learning materials in Medical College Libraries in Karnataka" discussed digital learning materials (DLMS), different types of digital information formats and also investigated usefulness of electronic information resources for the development of Medical College libraries. The essential goal of the review was to find out the present status of electronic accumulation and the foundation offices accessible in restorative school libraries and the questionnaire method was used for collecting the data. The study revealed that electronic resources in all medical college libraries were good in number, more than 80% of Medical College libraries were members of different consortiums like HELINET (Health Science Library Networking) for accessing electronic resources, most of the libraries were provided with good infrastructure facilities to access electronic resources and also found that access to e-Resources by students is ever more when compared to that of the faculty members.

Kumar and Sampath Kumar (2008) directed a review on "Utilization of Electronic Information Sources by the Academic Community: A similar review". The significant goal of the review was to discover the mindfulness, reason and strategies for taking in the electronic information sources. Clients in the study utilized the electronic data sources in support of their consider (70%) and educating (59%), 39% used the hotspots for their wander work, 88% of Medical science used electronic information hotspots for study reason took after by Engineering (67%) and Management (55%). It is additionally discovered that 53.6% of the respondents learnt to utilize e-assets by experimentation strategy and half learnt through companions. At the point when the investigation of this the finished up the usage of electronic data sources is required to increase later on. The understudies and work force who have partaken in the review thought about the electronic information sources and used the sources these is support of their survey and instructing.

Lohar and Kumar (2008) directed a review on "Utilization of CDROMs and web assets by the understudies in JNN College of Engineering, Shimoga: an overview". The real objectives of the audit were to know the openness of CD-ROMs and web resources, inspiration driving using CD-ROMs, and web, discover the trouble confronted and its effect. Study strategy was taken after and surveys were dispersed to 150 understudies out of which 110 reactions were gotten. Direct rate was used for inspecting the data. The audit revealed that larger piece of the respondents (86.36%) showed that CD-ROMs were accessible in the library, 79.09% indicated that web office was accessible in the

perusing focus of the school. As to, 42.34% expressed to know the most recent data taken after by venture reports, correspondence, and vocation advancement et cetera. For confronting the issues, 30.23% of understudies expressed absence of time as the reason taken after by absence of programming and equipment learning, and preparing. The review recommended that critical number of clients didn't know about the current computerized assets, consequently library staff ought to take a dynamic part in sorting out introduction program.

Popoola (2008) directed a review on "Staff mindfulness and utilization of library data items and administrations in Nigerian Universities". The library organization in Nigerian Universities due to low spending allocation the eventual outcomes of the survey revealed that keeping balanced collection change has been the noteworthy cerebral torment, and moreover high development and money transformation standard. The survey suggested that the library ought to dependably invigorate and weed non-accommodating accumulations out.

Sahu and Mishra (2008) drove an audit on Use of Internet/Web resources by the understudies of North Orissa University: an investigation. The survey revealed that larger piece of the respondents were using Internet/Web for their guideline reason and dominant part of them experienced the issue of moderate get to look after by infection assault. The review recommended that a free Internet benefit with expanded number of subscribed e-Journals and e-Databases office is of more prominent significance to meet the developing needs of the clients.

Thenmozhi and Malliga (2008) in their review on "Attention to Digital Libraries in Vellore Town, Vellore District, and And Tamil Nadu: A Study". The goals of the review were to get knowledge of the advanced libraries in Vellore town, to comprehend the utility of computerized library clients and to comprehend the attention to advanced libraries. The review secured both essential and optional information. Graphic research configuration was utilized for the said contemplate. 120 library clients have been chosen for the review as test. Out of 120 respondents, just 100 respondents restored the polls and examinations were made for 100 examples. The review uncovered that 85% of the respondents expressed that computerized library administration was extremely valuable, 67% of the respondents favored digitization of library. The review inferred that every single instructive organization in Vellore town ought to enhance their computerized library administrations to make the youthful eras get included in their reviews and furthermore their extracurricular exercises.

Sarala (2009) researched the "Example of web utilizes: A review among school Teachers". The

significant destinations of the review were to inspect the experience of web utilize, recurrence of utilization, reason, utilization of web administrations and issues confronted. Study strategy was embraced and polls were conveyed to 56 respondents, 55 respondents were gotten and the reaction rate was 98.21%. The information were classified and dissected by basic factual systems. The review uncovered that lion's share of the respondents (50.02%) had over four years involvement in utilizing web, 34.69% utilized the web each day, while 32.05% utilized net 2-3 times each week

Imchen (2009) in this audit discussed the PC application in libraries of Nagaland and moreover made an attempt of bringing care among the caretaker the centrality of PC application in libraries in the state. The Personal meeting what's more, sporadic assessing system, and recognition procedure have been used adequately in this survey.

Ahmed and Fatima (2009) both directed a review on "Utilization of ICT items and administrations for research in Social Sciences at Aligarh Muslim University". The inspiration driving the audit was to find the use and purpose behind using diverse ICT things and organizations and issues faced by the clients while utilizing ICTs. The discoveries of the review uncover that respondents used an arrangement of ICT things and organizations for their investigation work likewise, these also empower the experts to access, to manage, survey, make, and pass on information more easily.

Choudappa, Chandrashekara and Ramasesh (2009) conducted a study on "Impact of electronic information sources on the academic users in Mysore: an analytical study". The significant goals of the review were to discover the clients sentiment on the utilization of electronic assets and to concentrate the degree of dependence on Internet for different purposes. The review uncovered that 97% of the respondents depend upon printed media though dependence on advanced media indicated 90% for educational needs. It is found for research needs 91% of the respondents depended on computerized sources while 89% depended on printed media. The study strongly concluded with the statement that print medium will continue to grow and be central to missions of the academic libraries.

Gowda and Sivalingaiah (2009) conducted a study on "Awareness and use of library facilities and services by the research scholars in the universities in Karnataka: an analytical study". The findings of the study revealed that the respondents were not aware of the resources and services and they didn't have proper awareness. Hence, the study suggested that proper training on how to utilize the e-Resources effectively should be provided to all the users community.

Patil and Parameshwar (2009) have conducted a review on "Use of electronic assets by the personnel and look into researchers in Gulbarga University: a survey". The discoveries of the review uncovered that lion's share of the respondents found bibliographical database to be essential, journals collection should be strengthened in consortium and training programme should be provided to search and utilize the resources under UGC-INFONET.

III. PROPOSED METHODOLOGY

It is found that many a time librarians start a service or develop a product without knowing its potential within the organization or outside. This results into developing into a PUSH TYPE product/service. Users may not like it and the service/product dies a natural death. Before launching any service, carrying out SWOT analysis of the library resources, users demand, are essential.

Example 1- To collect the reference books, to computerise the Library, to train the staff in the Library and the management must give the permission for the purchase of new technology and various books for the Library.

W- Weakness:-

Weakness is also an important part of the Library as an internal condition of the management. The Librarian thinks on the point that what are the strengths of Library? He should also observe and inspect the weakness of the Library. When we talks about the weakness of the Library there arises a series of incidents such a personality of the Librarian, quality of instruments, the quality to accept new trends, the less co- ordination with different Departments, management. Old Technology, the attitude of the staff regarding their duty and the economical problems and such others things.1

The Librarian and the staff should ready to accept the demerit and the faults and to change them quickly. He must involve the staff for the observation and Inspection of the various terms and conditions which help ro resume new technologies in Library. He must find out the weak point of the staff and himself with the help of qualified and experienced person in the field, because to change or to accept new point according to the change of time means to achieve the destination with new steps as early as possible. For example: to face the problems after the change in the syllabus pattern, to advice the missing of the books. For everything's which happen in the Library the Librarian is responsible in the point of view of the management so he must think on all the point before the situation took place in front of him? While working as the Librarian.

Opportunities:-

In the external conditions of the analysis chance play an important role? The search of new opportunities in the Library is important for the development, the computerised Library the use Bio-metric system, the Barcode technology, to collect funds from various means, to arrange the virtual classroom. To purchase the pen-drives and new technology, the Library should plan its own project to raise the funds with the help of funds we can arrange new technology to provide better services. We can fulfil all the needs of the readers on time with the help of funds. For this the Librarian should be aware about the use of possible opportunity for the development of the Libraries: - If SWOT – technology is only made for the Libraries of the universities the Librarian should take the permission from the management to purchase the software for the Library to keep the Library update as other Libraries.

Threats:-

Threat is a constituent contrary part of the Library which works as social to the Library, for the investigation of all the constituent parts, administrations of the Library. Funds, the references and the readers which are affected by the threats, needs to study to care them immediately with perfect planning. There is an need to identify all the possible threats in the future to plan the action on which the success and failure depends. In the development of the Library there are some enemies from which we could not stop the damage of the books. (A white Ant, A cockroach and the bandicooted rat), secrecy of books, corrupted data, virus, new updated data; change in the syllabus we could not avoided these things. In the development of the Libraries the barriers like earthquake, the increasing rates of books, the lack of reading culture, change in the syllabus and preservation of assumes an essential part. Ex. Risk as per the adjustments in the syllabus, there is a possibility of missing old data at the time of update of new data, the threat of virus to the computer and the secrecy of the books. In nutshell, with the help of SWOT technology all the grounds are checked by the management. It is possible to think over the development ant the services of the Library. For the use of SWOT technology there is need of hard work not only of the management but also the staff for the development of the Library.

Example 2: Consider a situation when a library intends to bring out new services involving latest technology developments. While the service initially would be targeted for in-house staff members, later the service will be offered at a price to the external members. The library has conducted a series of meetings among the library staffs as well as other in-house users to

understand their views using a judiciously developed questionnaire.

While the data received from library staffs are considered as internal parameters, the data of users of other divisions/outside (same institution) are termed as external. The analyzed data and findings were translated into the following SWOT analysis matrix. Table 1.5 is showing the library SWOT analysis example. The strategy of the library management is this case would be to develop skilled manpower through training, and mentoring to junior colleagues to overcome the dearth of skilled manpower in the library system. A study should be undertaken to assess the market of the priced service along with the SWOT analysis involving external clientele. With the result of such SWOT analysis, the top management should be properly briefed on the bright future of the service and approach for funds to develop and continuous strengthening of the proposed service.

For libraries, the SWOT analysis is conducted using below core steps:

- Establish the objectives
- Select appropriate contributors
- Assign research and information gathering tasks
- Create a consideration environment
- List Strengths, Weaknesses, Opportunities and Threats
- Evaluate findings in a SWOT matrix form
- Match findings against objectives

Table 1.5: Example of Library SWOT Analysis

Strengths (internal- library staff)	Weaknesses (internal – library staff)
1. The library has an experienced and dedicated workforce	1. The managers and supervisors in library are unwilling to take risk to implement new ideas
2. There is a good orientation programme for new employees	2. The library does not offer a mentoring programme
3. Senior library management is committed to workforce planning	3. The library staffs lacks requisite skill in use of the technology tools
4. Middle level staffs are willing to try out new ideas	4. Procedural manuals need to be updated
5. 90% of the staff hold a professional degree or certification	5. The current workforce is not taking ownership and pride in the jobs they do
Opportunities (external – institutional users)	Threats (external – institutional users)
1. New information technology tools can provide quicker data sharing and retrieval facility between library and users	1. The demand for skilled professionals in the library field exceeds the supply of potential professionals
2. There are knowledge sharing opportunities with the subject experts to develop planned service	2. There is less budget available for training grants
3. There exist opportunities to strengthen workforce by recruiting trainees to compile the service contents under proper guidance	3. Budget and full-time positions have been limited by the institute
4. Universities are looking for internship opportunities for their students	4. Educational institutions are offering general courses not aligned to the demand in the market
5. The library management have expressed interest in merging services	5. The number of users accessing the service generally decline steadily after few tranches of service received
6. User have also put valuable comments on the proposed service when approached	6. External market demand uncertain

For organizing the SWOT analysis there are number of methods:

- The nominee is a pioneer or combination that is the facilitator, in which there is a horrible tuning and eligibility bundle of plan and which can keep things moving forward and on the track.
- Whenever you're social event is immense then the Nominate a recorder to go down the pioneer.
- Use the newsprint on the flip framework or on a broad board when you see the examination and talk center. You can later record collaborators more clearly and then revive again.
- The introduction of its point in the SOAT system and its affiliation can be fundamental in asking, "Where are we, where we have the ability to go?" If you have the time, then you can experience energetic imagery in the light of a typical venture or a consolidated open issue.
- If your remove or meeting draws a few gatherings of partners together, ensure you blend the little gatherings to get a scope of view and allow them to present themselves. These are Depending on the way of your gathering and the time accessible, let all members present themselves.
- Whenever a few individuals may not take an interest that time the size gets significantly bigger. The span of these relies on upon the measure of your entire gathering – breakout gatherings can extend from three to ten.
- provide each with dry - eradicate or newsprint board have each gathering name a recorder and Direct them to make a SWOT study in the arrangement you pick an outline, segments, a framework, or even a page for every quality.

The libraries are also forced to adopt new technologies in library to provide ICT based library services to satisfy information requirements of the users. The following are a few of the merits of ICT based library services principles that are framed for creating library services. They are such as;

- Access the information source
- Information literacy
- Methods are using information,
- Convenient accessibility

- Speed into the accessibility
- Integration into the accessibility to the information
- Knowledge & information quality
- Information updating

Advantages of Professional Libraries

- The ICT makes library work less demanding, speedier, less expensive and more viable.
- Its oversees data over-burden as data recovery is made simpler in modernized frameworks.
- A Remote get to is empowered through organized frameworks
- Using Using Computerization spares space and decreases paper.

IV. CONCLUSION AND FUTURE WORK

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 needs 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 on the top with 16 services followed by MGMC and NPCN at the bottom level with only 11 services. The analysis revealed that the information products available in the university libraries in Marathwada region are not up to mark. University libraries in Marathwada region spend huge amounts every year in building up their collections and offering library services. But these are of no use if these are not used to satisfy information needs of different category of library users. The

reputation of university library is based on the usage of library services products and resources. In the present situation, librarians have to play an important role to identify the user groups and provide them the necessary information from within or outside the library for that they have to adopt the various marketing plans and strategic marketing approach.

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