

Promotion of Electronic resources and services in REVA University library, Bangalore: A Study

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Abstract-The modern library system has adopted new technology for provide ICT based resources and services to satisfy the diverse needs of users, and promotion play a very vital role in creating awareness for library electronic resources and services. The purpose of this paper is, how the REVA University library made on attempts to promote their library electronic resources and services.

Key word- Electronic resources, Electronic services, REVA University library, Bangalore, Promotion.

I. INTRODUCTION

The Use of the physical collection is minimized compared to last century as information is available and accessed through internet from anywhere. The ICT (Information Communication Technology) has created a new challenges and opportunities for academic libraries for the promotion their electronic resources and services to satisfy their user's needs. Librarian has the key role to inform the users about importance of electronic resources and services of the library from time to time. This is achieved only by updating resource and services offered by the library by a way of promoting. Promoting library resources and services should be given prime importance, because it should be considered as an opportunity for optimum utilization of library resources and services.

II. WHY PROMOTING OF ELECTRONIC INFORMATION RESOURCES AND SERVICES

Importance of promoting electronic information resources and services in academic libraries has been seen for the reason like users are unaware of non-print library's materials, lack of ICT skill to search relevant information and unsatisfied with available libraries collections. Library have spent a large amount of their budget for acquiring electronic resources such as Electronic journals, Electronic books, Online Databases etc. yet many of them are underutilized and unknown to users. It is necessary for libraries to promote their resources and services through these various means.

III.ABOUT REVA UNIVERSITY LIBRARY

The REVA University Central Library is located in the heart of the campus and is housed in an independent building with a carpet area of 3,316 Sqm. The air conditioned library has 800 seating capacity. It possesses huge collection both print and e-form like 90,000 books, 1,70,000+ e-books, 2000+ e-journals, thesis, e-question papers, bound volume, NPTEL video etc. The University has implemented RFID, to provide the easiest, faster, most efficient way to track, locate and manage the library materials and also automatic check-in and check-out.

IV.OBJECTIVE

- ❖ Awareness about the Electronic resources and services.
- ❖ Initiative taken to promote Electronic resources and services.

V. METHODOLOGY

A structured questionnaire has prepared to collect data from the users (faculty members, Research scholars and students) of REVA University library, Bangalore. 100 questionnaire was distributed among the users, which contains questions pertaining to the awareness and initiative taken to promote of electronic resources and services.

VI. DATA ANALYSIS AND FINDINGS

It analyses the responses received from the users of REVA university library of Bangalore. 100 questionnaire was distributed and received 100% filled questionnaire. All the users were cooperative and filled the questionnaire. The collected data was analyzed and the findings obtained were presented.

| Awareness of Electronic resources and services | Response | Percentage |
|--|----------|------------|
| Yes | 100 | 100% |
| No | 0 | 0 |

Table – 1: Awareness of Electronic resources and services

The purpose of this study is to make an attempt to discover awareness of electronic resources and services. From the above table:1 result, it is a very good sign that 100% users are aware of the electronic resources and services which is available in the university library.

| Satisfaction | Response | Percentage |
|--------------|----------|------------|
| Satisfied | 87 | 87% |
| No Satisfied | 13 | 13% |

Table – 2: Satisfaction of Electronic resources and services

This question was asked to user to understand the level of satisfaction achieved due to using electronic resources and services available in the university library by users. From the above table -2, it is observed that 87% users are satisfied and they are getting desired data from the libraries. This indicates the proper arrangement of resources in libraries and support / assistance of library professional staff. Trained library staff helps users in getting the desired information. However 13% users have indicated not satisfied from the library electronic resources and services.

| Promotional Material | Response | Percentage |
|----------------------|----------|------------|
| Yes | 100 | 100% |
| No | 00 | 00 |

Table – 3: Promotional Materials Used to promote electronic resource and services

Using promotional materials is another method of scaling up the usage of electronic resource and services. It allows librarians to promote the availability of the resources or service more influentially to users. Table 3 reveals that 100% promotional materials are used by the university library staff to promote the library resources and services.

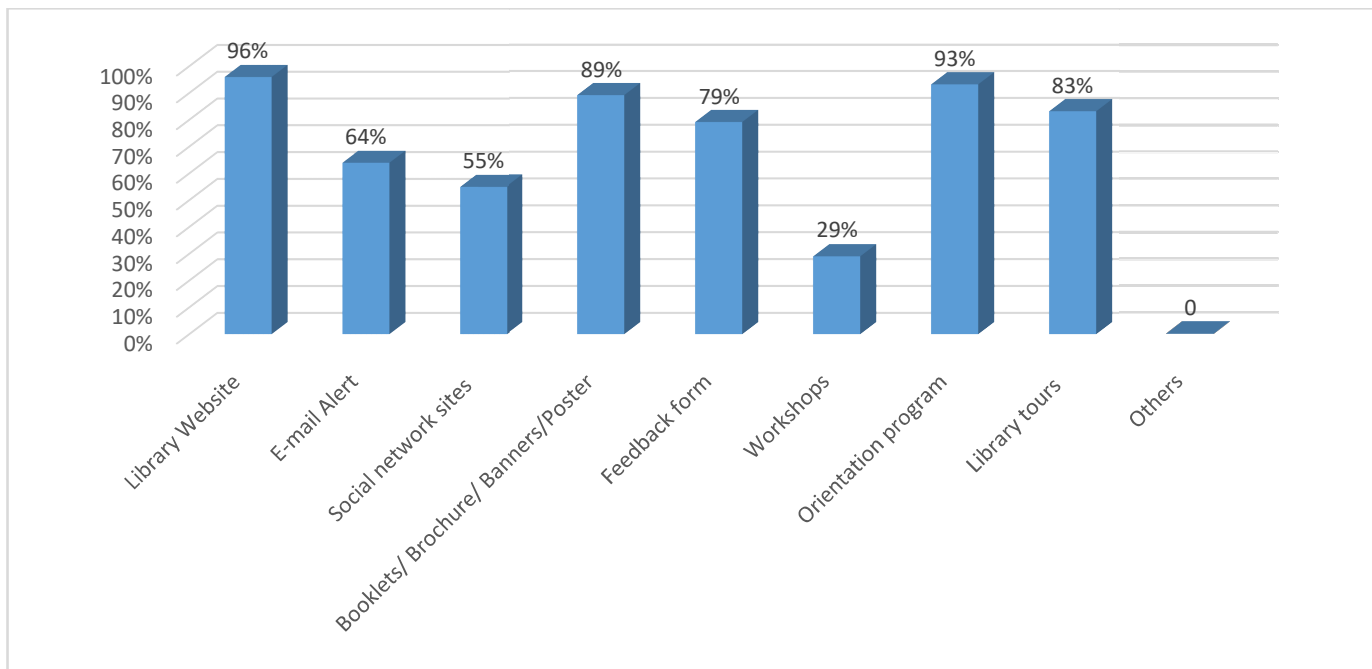


Table - 4: Types of Materials used to promote electronic information resource and services

This question was asked know kinds of promotional materials are used for advertising and to spread awareness with regard to the available electronic resources and services, which encourages clientele to use the electronic resources and services. It also helps in training users on utilizing the resources and services. From the above Table 4, it is noticed that through the library website (96%), orientation program (93%), Booklets/ Brochure/ Banners/Poster (89%), library tours (83%), feedback form (79%), E-mail Alert (64%), Social network sites (55%) and workshop (29%) users are influenced through these promotional materials regarding library resources and services.

VII. CONCLUSION

Information has become one of the most important resources. It has changed information resources of the libraries, the variety of user and their information needs, users approach to accessing information such as print format into electronic format etc. Nowadays users can access the electronic resources and services without the physical presence in the libraries and also with any geographical barrier. The preference of users toward using electronic resources has drastically increased in the academic library because it facilitates the easy and remote access of information, fast searching for pinpointed information and saves the time of users. In this digital age, library's collection continues to move more of their information resources from print to electronic formats, therefore promoting resources and services has a significant and direct impact on the overall sustainable performance of the library. Spreading awareness leads to increased usage. So it is essential to take necessary steps to create awareness among users.

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