# Marketing of Library Products and Services by Select Indian Institute of Technology Libraries in India

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**Abstract:** The research paper tangibly explains the present status of application of marketing strategies, marketing environment, marketing tools and techniques being used by selected IIT libraries viz. IIT Bombay, Delhi, Roorkee and Madras. It presents the library authority awareness and understanding about LIS marketing, steps taken in terms of library marketing planning, LIS products and services provided, role of staff for users' awareness and implementation of marketing LIS products and services with futuristic approach.

**Keywords**: Marketing, Library Products and Services, Indian Institute of Technology, Marketing Tools and Techniques, Marketing Activities

## 1. Introduction

The libraries have to harness the changes in terms of its nature, role, importance, collection and services for polishing and presenting its identity image, reputation as authentic knowledge hubs and for enticing the users'. But now-a-days it has been observed that abundance of e-resources available through internet and varies online modes are the first choice of users' which affects their dependency on libraries and thus diminishing and affecting the library role and functions. In addition to that lack of initiatives from the staff and non awareness of LIS products and services also push users' to Google and other search engines doorsteps. Thus, it is inevitable that libraries especially IIT libraries possessing plenty of resources with technological advancements and professionals experience can really do wonders and attract and satisfy n number of users' with state of the art collection and services by accepting and adapting the library marketing tools and techniques and strategies. Though libraries are providing their best but still marketing is essential for making the present users' aware of library collection and services and also attracting others to get benefitted from library resources freely but in few cases on payment basis.

## 2. Methodology

This survey focuses on to check the librarians' awareness, initiatives taken, application of marketing tools and techniques and strategies implemented for marketing of library and information science products and services. In this regard a questionnaire was designed and in-person given to each librarian of IIT Delhi, IIT Bombay, IIT Madras and IIT Roorkee for

collection of information and also got the supplement information through interview and observation methods between July 2015 to October 20, 2015.

## 3. Data Analysis and Findings

**Table No. 1:** Marketing Concept

| | | Institute | | | | Total |
|---|---|---|---|---|---|---|
| | | **IIT Delhi** | **IIT Roorkee** | **IIT Bombay** | **IIT Madras** | |
| 1. Do you think that marketing concept is applicable to library products and services | **Yes** | Y | Y | Y | Y | **4 (100%)** |
| | **No** | 0 | 0 | 0 | 0 | **0** |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | **100.0%** |
| 2. Do you think that library should market its library and information science products and services | **Yes** | Y | Y | Y | Y | **4 (100%)** |
| | **No** | 0 | 0 | 0 | 0 | **0** |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | **100.0%** |
| 3. Do you think that marketing strategies help in promotion of library and information science products and services | **Yes** | Y | Y | Y | Y | **4 (100%)** |
| | **No** | 0 | 0 | 0 | 0 | **0** |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | **100.0%** |
| 4. Does IIT library is marketing its products and services | **Yes** | Y | Y | 0 | Y | **3 (75%)** |
| | **No** | 0 | 0 | N | 0 | **1 (25%)** |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | **4 100.0%)** |
| 5. Does library cater to varied information needs of user's and design need based information services | **Yes** | Y | Y | 0 | Y | **3 (75%)** |
| | **No** | 0 | 0 | N | 0 | **1 (25%)** |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | **4(100.0%)** |
| 6. Do you think that library should identify the user's information needs and demands and satisfy them by using information and communication technology | **Yes** | Y | Y | Y | Y | **4 (100%)** |
| | **No** | 0 | 0 | 0 | 0 | |
| **Total** | | 25.0% | 25.0% | 25.0% | 25.0% | **100.0%** |

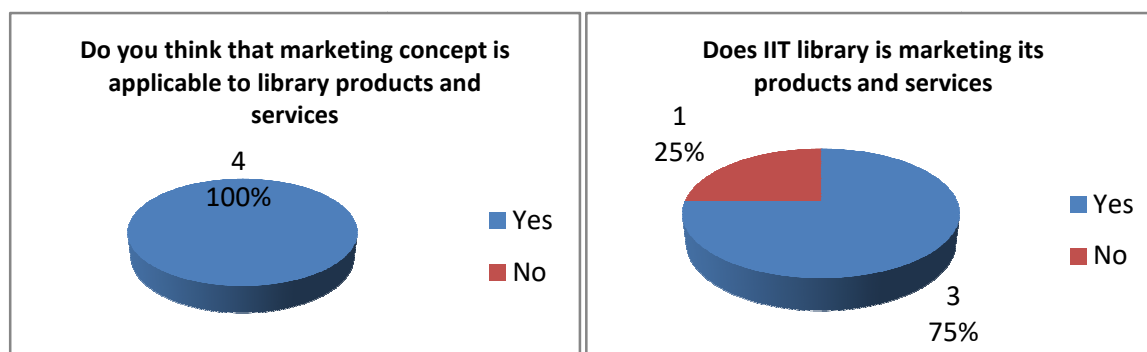*Note: Y stands for Yes and N stands for No.*



**Figure No. 1 & 2**

It is tangibly evident from the data of *table no.1* and *figure nos. 1 and 2* that all four librarians' of IITD, IITR, IITB and IITM (100%) agreed regarding *q.no.1 that marketing concept is applicable to library products and services*. Further, all four librarians' of IITD, IITR, IITB and IITM (100%) agreed and responded affirmative about *q.no's 2 and 3 that library should market its LIS products and services and marketing strategies helps in promotion of LIS products and services*. In response to *q.no's. 4 and 5*, except IITB library

(25%), rest three IIT libraries viz. IITD, IITR and IITM (75%) are *marketing its products and services and cater to varied information needs of user's and design need based information services.* In response to *q.no.6*, all four librarians' of IITD, IITR, IITB and IITM (100%) agreed that *library should identify the user's information needs and demands and satisfy them by using information and communication technology.*

**Table No. 2:** Marketing Concept and IIT Libraries

| | IIT Delhi | | | | | IIT Roorkee | | | | | IIT Bombay | | | | | IIT Madras | | | | | Total | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | |
| **1. The marketing concept is appropriate and necessary for library and information centre** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1(25%) | 3(75%) | - | - | - | 4(100%) |
| **2. Lack of marketing knowledge and understanding discourage librarian/staff from adopting it** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | 4 100% | - | - | - | 4(100%) |
| **3. Application of marketing tools and techniques enhance library working and reputation** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | ✓ | - | - | - | - | 1(25%) | 1(25%) | 2(50%) | - | - | 4(100%) |
| **4. User's satisfaction is the core of marketing activities** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ✓ | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | ✓ | - | - | - | - | 3(75%) | 1(25%) | - | - | - | 4(100%) |
| **5. Marketing helps in better understanding of user's information needs** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | - | ✓ | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | ✓ | - | - | - | - | 1(25%) | 3(75%) | | | | 4(100%) |
| **6. Marketing does not means only selling the library products and services** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ✓ | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | ✓ | - | - | - | 1(25%) | 3(75%) | | | | 4(100%) |
| **7. Marketing bring good name and reputation which helps in future growth** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | 1(25%) | 2(50%) | 1(25%) | | | 4(100%) |

*Note: SA – Strongly Agree, A – Agree, U – Undecided, D – Disagree, SD – Strongly Disagree.*
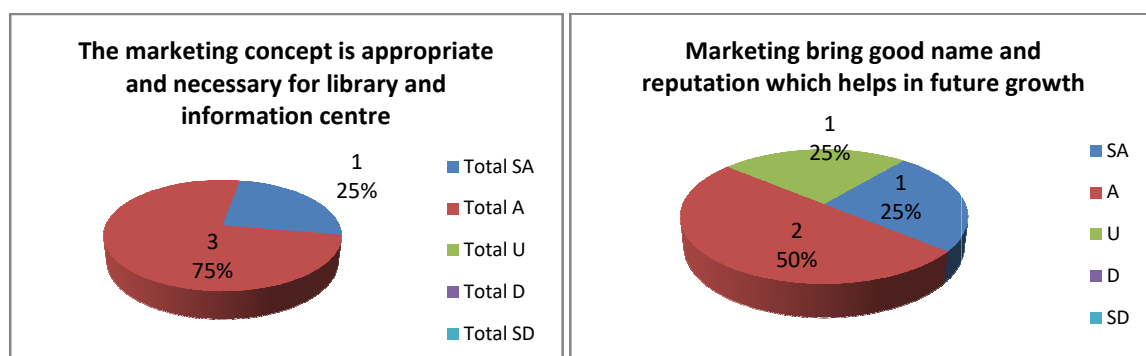


**Figure No. 3 &4**

*Table no. 2* and *figure nos. 3 and 4* tangibly shows that regarding *q.no.1*, only librarian of IITD (25%) strongly agreed that *marketing concept is appropriate and necessary for library and information centre* and the librarians' of IITR, IITB and IITM (75%) agreed to it. Further, in response to *q.no. 2,* librarians' of all four IITs viz. IITD, IITR, IITB and IITM (100%) agreed that *lack of marketing knowledge and understanding discourage librarian/staff from adopting it.* In response to *q.no.3,* only IITM librarian (25%) strongly agreed, IITD librarian agreed (25%) and the librarians' of IITR and IITB (50%) were undecided *that application of marketing tools and techniques enhance library working and reputation.* In response to *q.no.4,* only librarian of IITB (25%) agreed and rest three librarians' of IITD, IITR and IITM strongly agreed that *user's satisfaction is the core of*

*marketing activities*. In response to *q.no.5*, only librarian of IITR strongly agreed (25%) and rest three librarians' of IITD, IITB and IITM (75%) agreed that *marketing helps in better understanding of user's information needs*. In response to *q.no.6,* only librarian of IITD (25%) strongly agreed and rest three librarians' of IITR, IITB and IITM (75%) agreed that *marketing does not means only selling the LIS products and services*. In response to *q.no.7,* the librarian of IITD (25%) strongly agreed, librarians' of IITR and IITM (50%) agreed and only the librarian of IITB (25%) was undecided that *marketing bring good name and reputation which helps in libraries future growth.*

**Table No. 3:** Marketing Activities

| | | Institute | | | | Total |
|---|---|---|---|---|---|---|
| | | IIT Delhi | IIT Roorkee | IIT Bombay | IIT Madras | |
| 1. Does library has a separate marketing unit / section? | Yes | 0 | 0 | 0 | 0 | 0 |
| | No | N | N | N | N | 4(100%) |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 100.0% |
| 2. Does staff understand the marketing philosophy? | Yes | Y | Y | 0 | Y | 3 (75%) |
| | No | 0 | 0 | N | 0 | 1 (25%) |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4(100.0%) |
| 3. Does staff trained in execution of their work? | Yes | Y | Y | 0 | Y | 3 (75%) |
| | No | 0 | 0 | N | 0 | 1 (25%) |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4(100.0%) |
| 4. Whether they undergo any training / workshop to learn / sharpen their skills? | Yes | Y | 0 | Y | Y | 3 (75%) |
| | No | 0 | N | 0 | 0 | 1 (25%) |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4(100.0%) |

The data of *table no. 3* regarding *q.no. 1* shows that none of IIT libraries viz. IITD, IITR, IITB and IITM (100%) is having a *separate marketing unit / section to deal with marketing strategies*. Further, regarding *q.no's 2 and 3,* except librarian of IITB (25%) , rest three librarians' of IITD,IITR and IITM (75%) firmly believe that their *staff members understand the marketing philosophy and trained in execution of marketing practices.* In response to *q.no.4,* except staff members of IITR (25%), the staff of rest three IIT libraries viz. IITD, IITB and IITM (75%) *attends training programmes / workshop to learn / sharpen their marketing skills.*

**Table No.4:** Marketing and Libraries

| | | Institute | | | | Total |
|---|---|---|---|---|---|---|
| | | IIT Delhi | IIT Roorkee | IIT Bombay | IIT Madras | |
| 1. Do you think that marketing of information products and services by IIT library is necessary for survival and future growth | Yes | Y | Y | 0 | Y | **3 (75%)** |
| | No | 0 | 0 | N | 0 | **1 (25%)** |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | **4(100.0%)** |
| 2. Do you think that marketing improves library services and increase users' membership | Yes | Y | Y | Y | 0 | **3 (75%)** |
| | No | 0 | 0 | 0 | N | **1 (25%)** |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | **4(100.0%)** |
| 3. Does IIT library is providing information services free of cost | Yes | Y | Y | Y | 0 | **3 (75%)** |
| | No | 0 | 0 | 0 | N | **1 (25%)** |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | **4(100.0%)** |
| 4. Do you think that staff of IIT library is not trained in marketing skills and techniques. | Yes | 0 | Y | Y | Y | **3 (75%)** |
| | No | N | 0 | 0 | 0 | **1 (25%)** |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | **4(100.0%)** |

**Do you think that marketing of information products and services by IIT library is necessary for survival and future growth**

1 — 25%
3 — 75%
■ Yes
■ No

**Do you think that marketing improves library services and increase users' membership**

1 — 25%
3 — 75%
■ Yes
■ No

**Figure No. 5 & 6**

**Does IIT library is providing information services free of cost**

1 — 25%
3 — 75%
■ Yes
■ No

**Do you think that staff of IIT library is not trained in marketing skills and techniques.**

1 — 25%
3 — 75%
■ Yes
■ No

**Figure No. 7 & 8**

**Table No. 5:** Staff Attitude about Marketing

| | IIT Delhi | | | | | IIT Roorkee | | | | | IIT Bombay | | | | | IIT Madras | | | | | Total | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | |
| **Lack of marketing knowledge and understanding is a deterrent for staff in accepting and adopting it** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ✓ | - | - | - | - | - | ✓ | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |
| **Communication skills of staff is important for assessing the users information needs** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | 2 (50%) | 2 (50%) | - | - | - | 4 (100%) |
| **Good communication skills of staff can help to promote library products and services** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | 3 (75%) | 1 (25%) | - | - | - | 4 (100%) |
| **Lack of staff training in marketing skills and techniques affects library functioning and services promotion** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | - | ✓ | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | ✓ | - | - | - | - | 1 (25%) | 2 (50%) | 1 (25%) | - | - | 4 (100%) |
| **Library staff should be trained in marketing practices to deal with challenges** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ✓ | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | ✓ | - | - | - | - | 2 (50%) | 2 (50%) | - | - | - | 4 (100%) |
| **Staff members should be involved in marketing planning and designing of new products and services** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | 2 (50%) | 2 (50%) | - | - | - | 4 (100%) |
| **There should be a separate unit with skilled professionals to handle marketing activities** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | - | ✓ | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | ✓ | - | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |
| **Library should provide opportunities for training of staff through short term courses, workshops etc.** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |

*Note: SA – Strongly Agree, A – Agree, U – Undecided, D – Disagree, SD – Strongly Disagree.*

It is tangible from the *table no. 4 and figure nos. 5 to 8* regarding *q.no.1* that except librarian of IITB (25%), the librarians' of rest three IIT libraries' viz. IITD, IITR and IITM (75%) are affirmative and responded positively that *marketing of information products and services by IIT library is indispensable for survival and future growth.* Further, in response to *q.no's 2 and 3,* except librarian of IITM (25%), the librarians' of rest three IIT libraries' viz. IITD, IITR and IITB (75%) agreed and responded positively that *marketing improves library services and increase users' membership and IIT library is providing information services*

*free of cost.* In response to *q.no.4,* except librarian of IITD (25%), the librarians' of rest three IIT libraries' viz. IITR, IITB and IITM (75%) stated that *staff of their libraries is not trained in marketing skills and techniques.*

The *table no. 5* regarding *q.no.1* tangibly shows that only the IITD librarian strongly agreed (25%), and rest three librarians' of IITR, IITB and IITM (75%) agreed *that lack of marketing knowledge and understanding is a deterrent for staff in its acceptance and adoption.* Further, regarding *q.no. 2,* librarians' of IITD and IITR (50%) strongly agreed and librarians' of IITB and IITM (50%) agreed that *communication skills of staff are important for assessing the users' information needs.* In response to *q.no. 3,* except librarian of IITB (25%) agreed and the librarians' of rest three IIT libraries' viz. IITD, IITR and IITM (75%)strongly agreed and responded positively that *good communication skills of staff can help to promote library products and services.* In response to *q.no. 4,* the librarians' of IITD and IITM (50%) agreed, librarian of IITR (25%) strongly agreed and only the librarian of IITB (25%) was undecided that *lack of staff training in marketing skills and techniques affects library functioning and services promotion.* In response to *q.no's 5 and 6,* the librarians' of IITD and IITR (50%) strongly agreed and librarians' of IITB and IITM (50%) agreed that *library staff should be trained in marketing practices to deal with challenges and also involved in marketing planning and designing of new products and services.* In response to *q.no. 7,* only the librarian of IITR (25%) strongly agreed and rest three librarians' of IITD, IITB and IITM (75%) agreed that in a library, *there should be a separate unit with skilled professionals to handle marketing activities.* In response to *q.no. 8,* except librarian of IITD (25%) strongly agreed and the librarians' of rest three IIT libraries' viz. IITR, IITB and IITM (75%) agreed, affirmative and responded positively that *library should provide opportunities for staff training through short term courses, workshops etc.*

**Table No. 6 :** LIS Products and Services

| | Products & Services | IIT Delhi | | | | IIT Roorkee | | | | IIT Bombay | | | | IIT Madras | | | | Total | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Y | N | C | NC | Y | N | C | NC | Y | N | C | NC | Y | N | C | NC | Y | N | Total | C | NC | Total |
| 1. | Circulation | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | 4 (100%) | 0 | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 2. | Reference | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | 4 (100%) | 0 | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 3. | Current Awareness Service (CAS) | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | 4 (100%) | 0 | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 4. | Selective Dissemination of Information (SDI) | Y | - | - | ✓ | Y | - | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | 3 (75%) | 1 (25%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 5. | Bibliographic | Y | - | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | 1 (25%) | 3 (75%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 6. | Indexing | Y | - | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | 1 (25%) | 3 (75%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 7. | Abstracting | - | N | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | 0 | 4 (100%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 8. | News papers clipping | Y | - | - | ✓ | Y | - | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | 2 (50%) | 2 (50%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 9. | Photocopy | Y | - | ✓ | - | Y | - | ✓ | - | Y | - | - | ✓ | Y | - | ✓ | - | 4 (100%) | 0 | 4 (100%) | 3 (75%) | 1 (25%) | 4 (100%) |
| 10. | Translation | - | N | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | 0 | 4 | 4 | - | 4 | 4 |

| # | Products & Services | IIT Delhi Y | N | C | NC | IIT Roorkee Y | N | C | NC | IIT Bombay Y | N | C | NC | IIT Madras Y | N | C | NC | Total Y | N (100%) | Total (100%) | C | NC (100%) | Total (100%) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 11. | E-Resources | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | 4 (100%) | 0 | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 12. | Referral Service | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | 4 (100%) | 0 | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 13. | In-house Database and Products | Y | - | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | 2 (50%) | 2 (50%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 14. | Audio-Visual Service | Y | - | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | 3 (75%) | 1 (25%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 15. | Document Delivery | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | ✓ | - | 4 (100%) | 0 | 4 (100%) | 1 (25%) | 3 (75%) | 4 (100%) |
| 16. | Inter Library Loan (ILL) | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | ✓ | - | 4 (100%) | 0 | 4 (100%) | 1 (25%) | 3 (75%) | 4 (100%) |
| 17. | Notification of New Research | Y | - | - | ✓ | Y | - | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | 3 (75%) | 1 (25%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 18. | Research Report | Y | - | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | 2 (50%) | 2 (50%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 19. | Patent Records | Y | - | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | 2 (50%) | 2 (50%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 20. | New Products Records | Y | - | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | 3 (75%) | 1 (25%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 21. | Industry Oriented Products | Y | - | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | 3 (75%) | 1 (25%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 22. | Marketing Analysis Projects | Y | - | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | 1 (25%) | 3 (75%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 23. | Training to LIS Professionals | Y | - | - | ✓ | Y | - | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | 3 (75%) | 1 (25%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 24. | Information Literacy Programmes | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | Y | - | - | ✓ | 4 (100%) | 0 | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 25. | Notification of Conferences, Workshops etc. | Y | - | - | ✓ | Y | - | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | 3 (75%) | 1 (25%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 26. | Book Review | Y | - | - | ✓ | Y | - | - | ✓ | - | N | - | ✓ | Y | - | - | ✓ | 3 (75%) | 1 (25%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 27. | Preparation of Projects | Y | - | - | ✓ | Y | - | - | ✓ | - | N | - | ✓ | - | N | - | ✓ | 2 (50%) | 2 (50%) | 4 (100%) | - | 4 (100%) | 4 (100%) |
| 28. | Consultancy Service | Y | - | - | ✓ | Y | - | - | ✓ | - | N | - | ✓ | Y | - | ✓ | - | 3 (75%) | 1 (25%) | 4 (100%) | 1 (25%) | 3 (75%) | 4 (100%) |

*Note: Y stands for Yes and No stands for No. Further, C means Chargeable and NC means Not chargeable.*

The *table no. 6* tangibly shows that *out of 28 LIS products and services being asked through questionnaire*, only IITD library provides maximum i.e. 26 non chargeable products and services except photocopy service which is chargeable. However, only two services namely abstracting and translation are not being provided by the library and hold the first position in comparison ranking. Likewise, IITM library out of 28 LIS products and services provides 21 LIS products and services to the users'. Out of these 21 LIS products and services, the library is charging mainly for four products and services viz. photocopy, document delivery, inter library loan and consultancy service and thus hold the second position in ranking. The IITR library out of 28 LIS products and services provides 17 non chargeable products and services and out of those 17, only photocopy service is being charged. Hence, IITR library falls at third place in the ranking. Further, out of 28 LIS products and services, the IITB library only provides 12 non chargeable LIS products and services and stands at fourth position in comparison to other IIT libraries.

**Table No. 7:** Marketing Tools and Techniques

| | | Institute IIT Delhi | IIT Roorkee | IIT Bombay | IIT Madras | Total |
|---|---|---|---|---|---|---|
| 1. | Do you think that marketing of library and information science products and services need special tools and techniques for promotion | Yes Y | Y | Y | Y | 4 (100%) |
| | | No 0 | 0 | 0 | 0 | 0 |
| Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |

| | | | Institute | | | | Total |
|---|---|---|---|---|---|---|---|
| | | | IIT Delhi | IIT Roorkee | IIT Bombay | IIT Madras | |
| 2. How library market its information science products and services? | | | | | | | |
| i) | Online advertisement | Yes | Y | 0 | 0 | Y | 2 (50%) |
| | • | No | 0 | N | N | 0 | 2 (50%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| ii) | Library website | Yes | Y | Y | Y | Y | 4 (100%) |
| | • | No | 0 | 0 | 0 | 0 | 0 |
| Total | | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | (100.0%) |
| iii) | Social media like Youtube, | Yes | Y | Y | Y | Y | 4 (100%) |
| | • | No | 0 | 0 | 0 | 0 | 0 |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4(100.0%) |
| | • Linkedin | Yes | Y | 0 | 0 | Y | 2 (50%) |
| | | No | 0 | N | N | 0 | 2 (50%) |
| Total | | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| | • Twitter | Yes | Y | 0 | 0 | Y | 2 (50%) |
| | • | No | 0 | N | N | 0 | 2 (50%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| | • Facebook | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| | • Wikis | Yes | Y | 0 | 0 | Y | 2 (50%) |
| | • | No | 0 | N | N | 0 | 2 (50%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| | • Pinterest | Yes | Y | 0 | 0 | 0 | 1 (25%) |
| | • | No | 0 | N | N | N | 3 (75%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| | • Google+ | Yes | Y | 0 | 0 | 0 | 1 (25%) |
| | • | No | 0 | N | N | N | 3 (75%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| | • Blog | Yes | 0 | 0 | Y | Y | 2 (50%) |
| | • | No | N | N | 0 | 0 | 2 (50%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| iv) | User orientation programme | Yes | Y | Y | Y | Y | 4 (100%) |
| | • | No | 0 | 0 | 0 | 0 | 0 |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| v) | Personal contact | Yes | Y | Y | Y | Y | 4 (100%) |
| | • | No | 0 | 0 | 0 | 0 | 0 |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| vi) | Leaflet | Yes | Y | Y | Y | Y | 4 (100%) |
| | • | No | 0 | 0 | 0 | 0 | 0 |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| vii) | Poster | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| viii) | Pamphlet | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| ix) | Broucher | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| x) | E-mail | Yes | Y | Y | Y | Y | 4 (100%) |
| | • | No | 0 | 0 | 0 | 0 | 0 |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xi) | Bulletin Board | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xii) | Notice Board | Yes | Y | Y | Y | Y | 4 (100%) |
| | • | No | 0 | 0 | 0 | 0 | 0 |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xiii) | Participation in Exhibitions | Yes | Y | Y | 0 | Y | 3 (75%) |

| | | | Institute | | | | Total |
|---|---|---|---|---|---|---|---|
| | | | IIT Delhi | IIT Roorkee | IIT Bombay | IIT Madras | |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xiv) | Advertisement in Newspaper / Journals | Yes | Y | Y | 0 | 0 | 2 (50%) |
| | • | No | 0 | 0 | N | N | 2 (50%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xv) | Marketing through presentation in Conference / Seminar / Workshops | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xvi) | Discussion Groups | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xvii) | Oral Presentations | Yes | Y | 0 | 0 | Y | 2 (50%) |
| | • | No | 0 | N | N | 0 | 2 (50%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xviii) | News Letter | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xix) | Library Guide | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xx) | Articles | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xxi) | Library Weeks and Book Fairs | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xxii) | Word of Mouth | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |
| xxiii) | Suggestion Box | Yes | Y | Y | 0 | Y | 3 (75%) |
| | • | No | 0 | 0 | N | 0 | 1 (25%) |
| | • Total | | (25.0%) | (25.0%) | (25.0%) | (25.0%) | 4 (100.0%) |

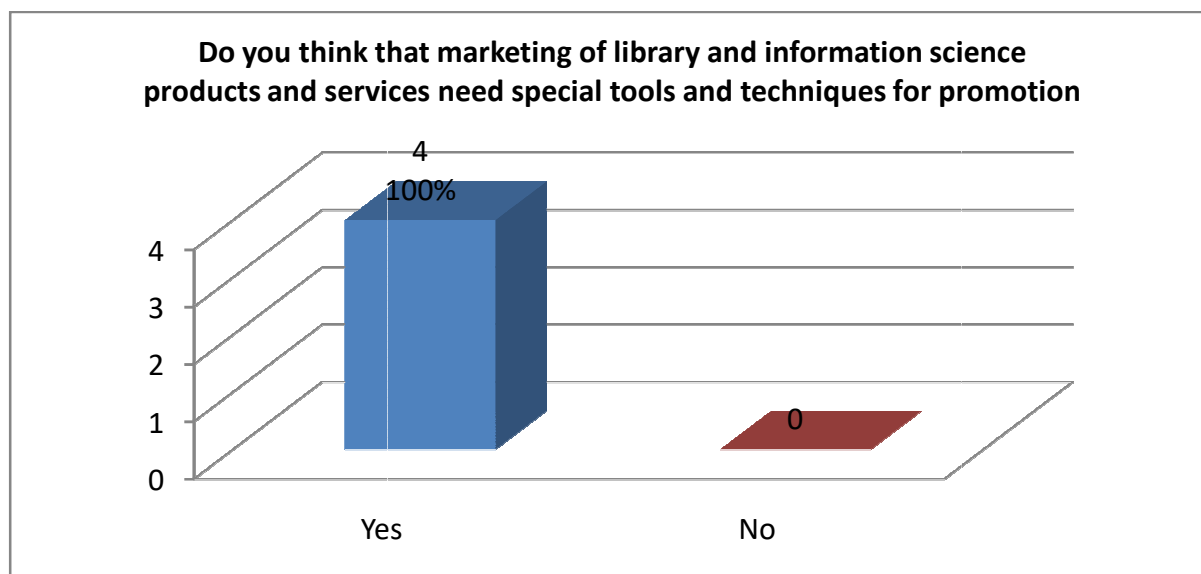*Note: Y stands for Yes and N stands for No.*
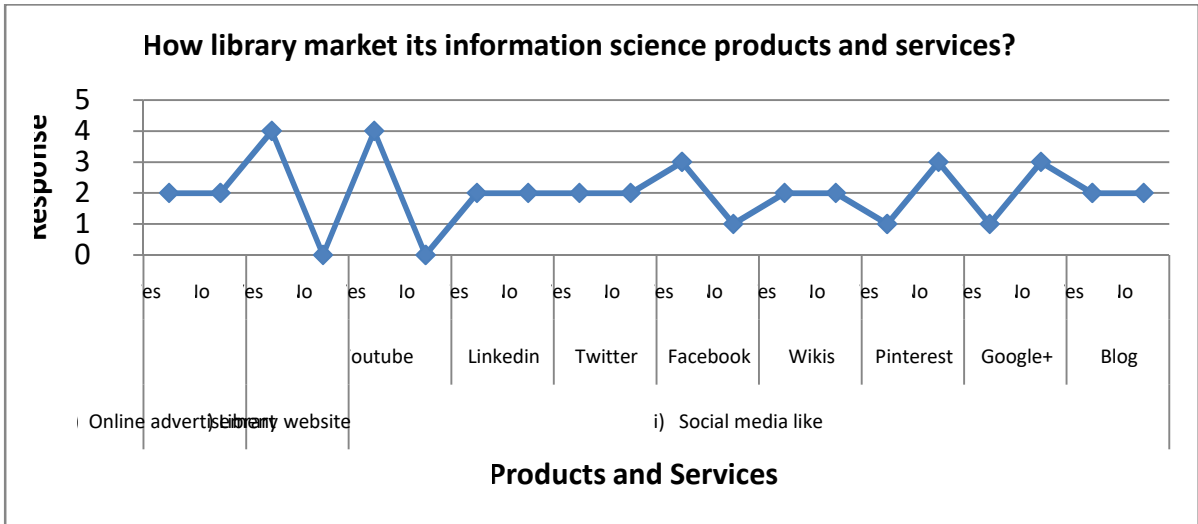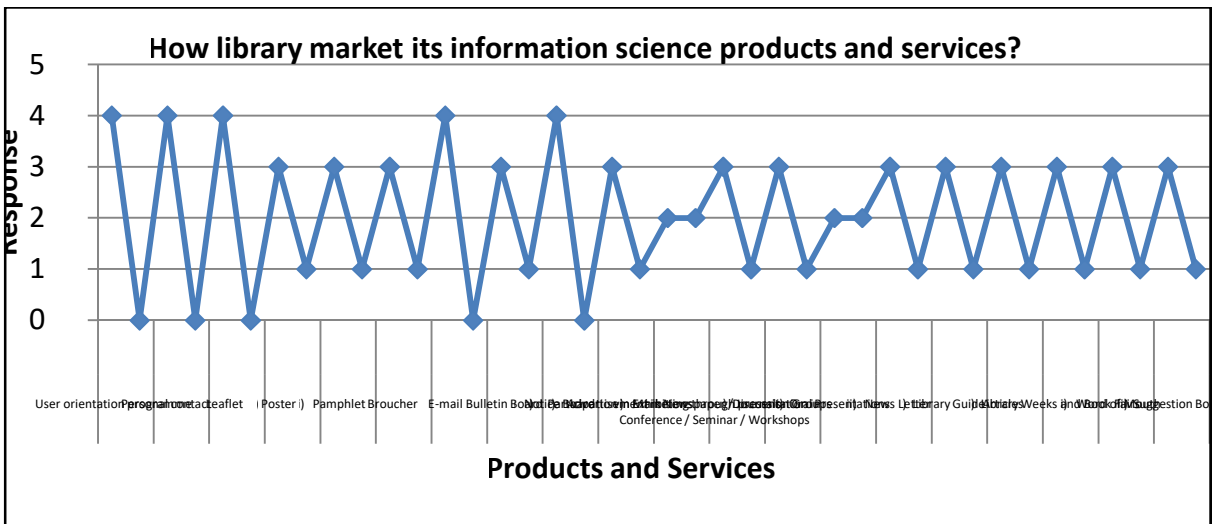


**Figure No. 9**

**Figure No. 10.1**



**Figure No.10.2**

The *table no. 7* and *figure nos. 9 to 10.2* clearly shows that out of *30 marketing tools and techniques asked through questionnaire*, only IITD library is using maximum 29 tools and techniques except blogs to market its LIS products and services and thus secure the first position in comparative ranking. Likewise, IITM library out of 30 marketing tools and techniques is using 27 marketing tools and techniques except Pinterest, Google+ and advertisements in newspaper/ journals and hence holds second position. The third place goes to IITR library which is using 22 marketing tools and techniques to market its LIS products and services except online advertisement, Linkedin, Twitter, Wikis, Pinterest, Google+ ,Blogs and oral presentations . The

IITB library out of 30 marketing tools and techniques is only using 9 marketing tools and techniques and hence stands at number four position in comparison to other IIT libraries.

**Table No. 8:** Marketing Library Services

| IIT Delhi | | | | | IIT Roorkee | | | | | IIT Bombay | | | | | IIT Madras | | | | | Total | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | |
| Library should regularly introduce new products and services to meet users' information needs | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | - | - | ✓ | - | - | 2 (50%) | 1 (25%) | 1 (25%) | - | - | 4 (100%) |
| Marketing practices help in promoting new products and services | | | | | | | | | | | | | | | | | | | | | | | | | |
| - | ✓ | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |
| Library should involve users' in designing and providing new products and services | | | | | | | | | | | | | | | | | | | | | | | | | |
| - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | 4 (100%) | - | - | - | 4 (100%) |
| Library should design and provide tailor made services | | | | | | | | | | | | | | | | | | | | | | | | | |
| - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | 4 (100%) | - | - | - | 4 (100%) |
| Library needs to evaluate its information products and services regularly to determine if they need to be continued, modified or withdraw | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |
| Marketing helps in improvement of services and collection development | | | | | | | | | | | | | | | | | | | | | | | | | |
| - | ✓ | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |

*Note: SA – Strongly Agree, A – Agree, U – Undecided, D – Disagree, SD – Strongly Disagree*
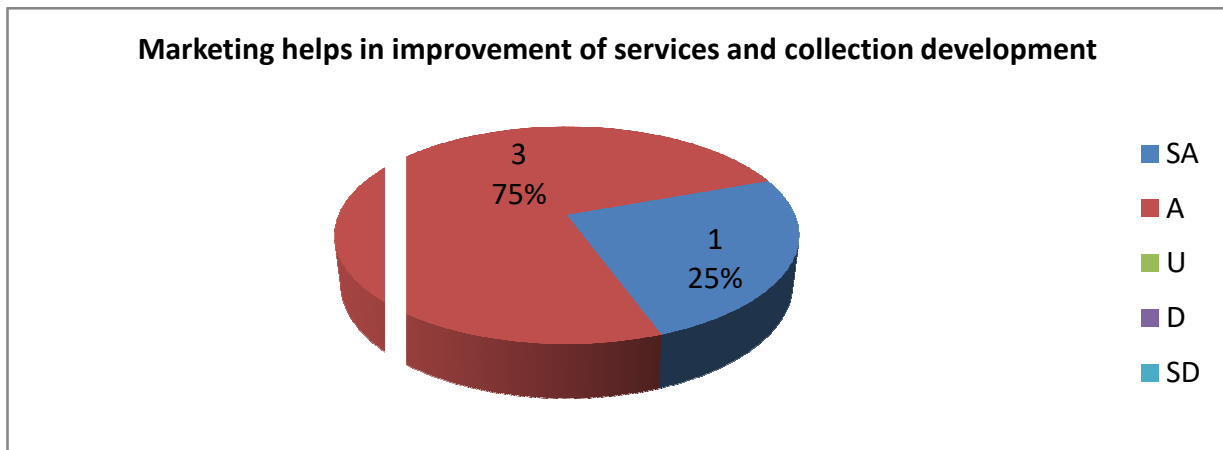


**Figure No. 11**

The *table no. 8* regarding *q.no.1* tangibly shows that librarians' of IITD and IITR (50%) strongly agreed and the librarian of IITB (25%) agreed and only IITM librarian (25%) responded undecided regarding *library should regularly introduce new products and services to meet users' information needs*. Further, regarding *q.no. 2* only librarian of IITR (25%) strongly agreed and librarians' of IITD, IITB and IITM (75%) agreed that *marketing practices helps in promoting new products and services*. In response to *q.no's 3 and 4,* it is tangibly visible that all four

librarians' of IITD, IITR, IITB and IITM (100%) stated positively that *library should involve users' in designing and providing new products and services and should design and provide tailor made services.* With regard to *q.no.5,* only librarian of IITD (25%) strongly agreed and librarians' of IITR, IITB and IITM (75%) agreed that *library needs to evaluate its information products and services regularly to determine if they need to be continued, modified or withdraw.* In response to *q.no. 6 and figure no. 11* only librarian of IITR (25%) strongly agreed and librarians' of IITD, IITB and IITM (75%) agreed that *marketing helps in improvement of services and collection development.*

**Table No. 9:** Pricing of LIS Products and Services

| IIT Delhi | | | | | IIT Roorkee | | | | | IIT Bombay | | | | | IIT Madras | | | | | Total | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | |
| Library being a social institution should provide information products and services free of cost | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 2 (50%) | 2 (50%) | - | - | - | 4 (100%) |
| In present ICT environment it is difficult for library to offer services free of cost | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | ✓ | - | - | - | - | - | - | - | ✓ | - | - | ✓ | - | - | - | 2 (50%) | 1 (25%) | - | 1 (25%) | - | 4 (100%) |
| Charging fees for any information product and service is a deterrent to library use | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |
| User charges should be equal for all categories of users' | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | - | - | ✓ | - | 1 (25%) | 2 (50%) | - | 1 (25%) | - | 4 (100%) |
| User charges prevent misuse of information product and service | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | ✓ | - | - | - | - | - | - | - | ✓ | - | - | - | ✓ | - | - | 2 (50%) | - | 1 (25%) | 1 (25%) | - | 4 (100%) |
| Charging the user with nominal cost will help in designing and development of new products and services | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | ✓ | - | - | - | - | - | - | - | ✓ | - | - | - | ✓ | - | - | 2 (50%) | - | 1 (25%) | 1 (25%) | - | 4 (100%) |
| Charging the information products and services will generate revenue for library | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 2 (50%) | 2 (50%) | - | - | - | 4 (100%) |
| Selling of information products and services will help library to compete with other competitors | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | ✓ | - | - | - | - | - | - | - | ✓ | - | - | ✓ | - | - | - | 2 (50%) | 1 (25%) | - | 1 (25%) | - | 4 (100%) |
| Library should invariably charge from the user's of corporate sector | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 2 (50%) | 2 (50%) | - | - | - | 4 (100%) |
| Attitude of user's need to be changed from 'free' to 'fee' based library services | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |

*Note: SA – Strongly Agree, A – Agree, U – Undecided, D – Disagree, SD – Strongly Disagree*



**Library being a social institution should provide information products and services free of cost**
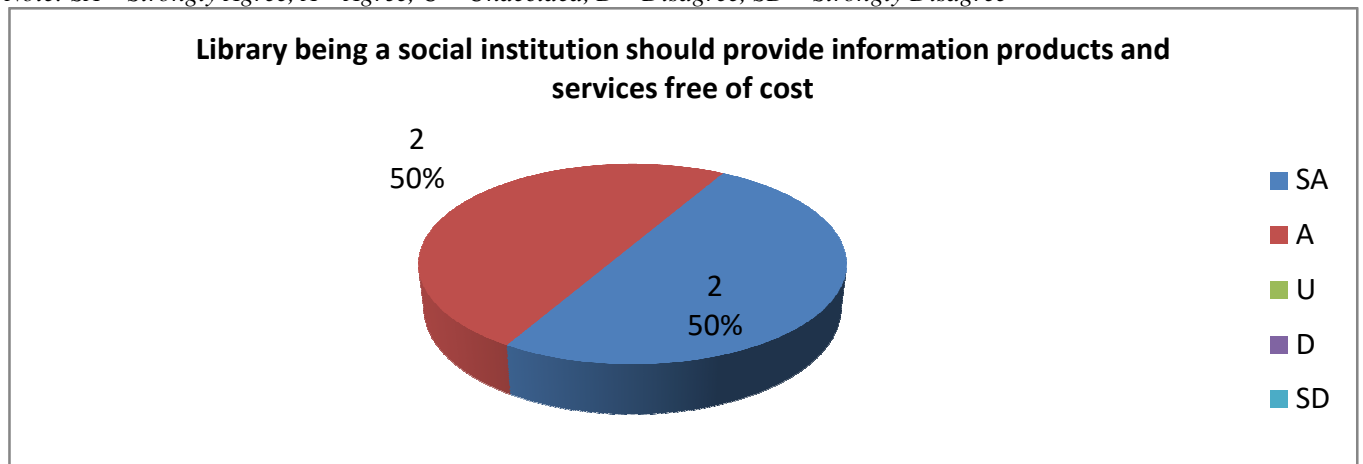
- SA
- A
- U
- D
- SD

**Figure No. 12**

The *table no. 9* regarding *q.no.1 and figure no.12* tangibly shows that librarians' of IITD and IITR (50%) strongly agreed and the librarians' of IITB and IITM (50%) agreed that *library being a social institution should provide information products and services free of cost.* With regard to *q.no. 2* librarians' of IITD and IITR (50%) strongly agreed, the librarian of IITM (25%) agreed and only librarian of IITB (25%) was disagree that *in present ICT environment it is difficult for library to offer services free of cost.* Further, in response to *q.no. 3,* only librarian of IITD (25%) strongly agreed and librarians' of IITR, IITB and IITM (75%) agreed that *charging fees for any information product and service is a deterrent to library use.* In response to *q.no. 4,* only librarian of IITD (25%) strongly agreed, the librarians' of IITB and IITM (50%) agreed and only librarian of IITR (25%) was disagree that *user charges should be equal for all categories of users'.* In response to *q.no's. 5 and 6,* only librarians' of IITD and IITR (50%) strongly agreed, the librarian of IITB (25%) disagreed and librarian of IITM (25%) was undecided that *user charges prevent misuse of information product and service and charging the user with nominal cost will help in designing and development of new products and services.* In response to *q.no.7,* librarians' of IITD and IITR (50%) strongly agreed and librarians' of IITB and IITM (50%) agreed that *charging the information products and services will generate revenue for library.* In response to *q.no.8,* only librarians' of IITD and IITR (50%) strongly agreed, the librarian of IITM (25%) agreed and librarian of IITB (25%) disagree that *selling of information products and services will help library to compete with other competitors.* In response to *q.no.9,* librarians' of IITD and IITR (50%) strongly agreed and librarians' of IITB and IITM (50%) agreed that *library should invariably charge from the user's of corporate sector.* In response to *q.no.10,* only librarian of IITD (25%) strongly agreed, and rest three librarians' of IITR, IITB and IITM (75%) agreed that *attitude of user's need to be changed from 'free' to 'fee' based library services.*

**Table No. 10 :** User's Approach about Marketing

| IIT Delhi | | | | | IIT Roorkee | | | | | IIT Bombay | | | | | IIT Madras | | | | | Total | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | |
| Library should identify the information needs of the user's | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 2 (50%) | 2 (50%) | - | - | - | 4 (100%) |
| Need based library services need to be developed | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |
| Assessment of use of library products and services is important for improvement | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✓ | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 2 | 2 | - | - | - | 4 |

| IIT Delhi | | | | | IIT Roorkee | | | | | IIT Bombay | | | | | IIT Madras | | | | | Total | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | SA | A | U | D | SD | |
| | | | | | | | | | | | | | | | | | | | | (50%) | (50%) | | | | (100%) |

Modification of library products and services is important according to user's needs

| IIT Delhi | | | | | IIT Roorkee | | | | | IIT Bombay | | | | | IIT Madras | | | | | Total | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |

User's opinion is important in launching new products and services

| ✓ | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 2 (50%) | 2 (50%) | - | - | - | 4 (100%) |

Assessment and evaluation of the newly launched products and services through feedback system is imperative

| ✓ | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 2 (50%) | 2 (50%) | - | - | - | 4 (100%) |

Through Marketing tools and techniques, libraries can promote themselves

| ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |

User's are not adequately aware of products and services provided by library

| ✓ | - | - | - | - | - | ✓ | - | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | 1 (25%) | 1 (25%) | - | 2 (50%) | - | 4 (100%) |

There is need to bring awareness among users for maximum use of LIS products and services

| - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | - | 4 (100%) | - | - | - | 4 (100%) |

Marketing helps in awareness of LIS products and services which results in enhancement of library membership and also improve present activities

| - | ✓ | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |

User's satisfaction is essential for survival of libraries

| - | ✓ | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |

Application of marketing strategies help in improvement of library services and make them more efficient and effective

| - | ✓ | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | - | ✓ | - | - | - | 1 (25%) | 3 (75%) | - | - | - | 4 (100%) |

Marketing is necessary for satisfying users information needs and helps in meeting objective with futuristic vision

| ✓ | - | - | - | - | - | ✓ | - | - | - | - | - | ✓ | - | - | - | ✓ | - | - | - | 1 (25%) | 2 (50%) | - | 1 (25%) | - | 4 (100%) |

*Note: SA – Strongly Agree, A – Agree, U – Undecided, D – Disagree, SD – Strongly Disagree*

*Table no. 10* regarding *q.no. 1* tangibly shows that librarians' of IITD and IITR (50%) strongly agreed and the librarians' of IITB and IITM (50%) agreed that *library should identify the information needs of the user's.* Further, in response to *q.no.2,* only librarian of IITD (25%) strongly agreed and librarians' of IITR, IITB and IITM (75%) agreed *that need based library services need to be developed.* In response to *q.no.3,* librarians' of IITD and IITR (50%) strongly agreed and the librarians' of IITB and IITM (50%) agreed that *assessment of use of library products and services is important for improvement.* In response to *q.no.4,* only librarian of IITD (25%) strongly agreed and librarians' of IITR, IITB and IITM (75%) agreed that *modification of library products and services is important according to user's needs.* In response to *q.no's 5 and 6,* librarians' of IITD and IITR (50%) strongly agreed and the librarians' of IITB and IITM (50%) agreed *that user's opinion is important in launching new products and services and assessment and evaluation of the newly launched products and services through feedback system*

*is imperative.* In response to *q.no.7,* only librarian of IITD (25%) strongly agreed and librarians' of IITR, IITB and IITM (75%) agreed that *through marketing tools and techniques, libraries can promote themselves.* In response to *q.no.8,* only librarian of IITD (25%) strongly agreed, the librarian of IITR (25%) agreed and librarians' of IITB and IITM (50%) were disagree that *user's are not adequately aware of products and services provided by library.* In response to *q.no.9,* all four IIT librarians' (100%) agreed that *there is need to bring awareness among users' for maximum use of LIS products and services.* In response to *q.no's. 10, 11 and 12,* only librarian of IITR (25%) strongly agreed and librarians' of IITD, IITB and IITM (75%) agreed that *marketing helps in awareness of LIS products and services which results in enhancement of library membership and also improve present activities and user's satisfaction is essential for survival of libraries and application of marketing strategies help in improvement of library services and make them more efficient and effective.* In response to *q.no.13,* only librarian of IITD (25%) strongly agreed, the librarians' of IITR and IITM (50%) agreed and only librarian of IITB (25%) disagree that *marketing is necessary for satisfying users information needs and helps in meeting objective with futuristic vision.*

## Conclusion

The research tangibly presented the present affairs of LIS marketing by four reputed and well established IIT libraries of India with insights and lacunas for improvement and betterment.

## References

1. www.iitbombay.ac.in accessed on 15 February 2015.
2. www.iitdelhi.ac.in accessed on 17 February 2015.
3. www.iitmadras.ac.in accessed on 17 February 2015.
4. www.iitroorkee.ac.in accessed on 18 February 2015.