

**SWOT ANALYSIS OF B J GOVERNMENT MEDICAL COLLEGE  
LIBRARY, PUNE- A CRITICAL STUDY**

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**Introduction:**

The SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis has been useful tools for decision making aid as a management tools for College Libraries are planned. The process of utilizing the SWOT approach requires an internal survey of strengths and weaknesses of the program and an external survey of threats and opportunities. Structured internal and external examinations are unique in the world of curriculum planning and development.

SWOT analysis was created in the 1960's by business gurus Edmund P. Learned, C. Roland Christensen, Kenneth Andrews and William D. Book in their book :Business Policy, "Text and Cases" (R. D. Irwin, 1969). While the tool was originally intended for management & business use, it has since been adopted to aid personal development.

SWOT Analysis was first proposed by Kenneth R. Andrews in his book The Concept of Corporate Strategy in 1971. It was developed by the middle of the 1960's for large organizations to

determine the strategic fit between an organization's internal, distinctive capabilities and external possibilities and to prioritize actions. SWOT analysis (alternatively SWOT Matrix) is a structured planning method used to evaluate the Strength, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

**SWOT-** It's a tool used to structure a particular task.

- ✓ Internally (Strength & Weakness)
- ✓ External (Opportunity & Threat)

The SWOT analysis is not a procedure In itself, such as strategic planning for ICT Tools in library, opportunity analysis for automation, networking & Digitization or others.

#### **Merits of SWOT Analysis:-**

- It is a source of information for strategic planning to procure electronic library resources.
- Builds electronic library resources strengths.
- Reverse its weaknesses over electronic library resources.
- Maximize its response to opportunities.
- Overcome electronic library resources threats.

- It helps in identifying core competencies of the electronic library resources.
- It helps in setting of library objectives for strategic planning to procure electronic library resources.
- It helps in knowing past, present and future so that by using past and current data, future plans can be chalked out for renewal/purchase of electronic library resources.
- It gives you a sneak peek into the opportunities that lies ahead.
- Using SWOT analysis we can draft your strategic growth plans based on your strengths and weaknesses.
- The entire SWOT analysis process brings light to e library resources

#### **Demerits of SWOT Analysis**

There are certain limitations of SWOT Analysis which are not in control of management. These include;

- If improper data is used to analyze SWOT, incorrect decisions can be made
- External analysis may not be exact, as external factors are not in your control
- This process involves lot of resources and cost
- The analysis could be biased if internal teams wish to showcase only their team's strengths and not weaknesses

**About B J Government Medical College Library, Pune**

In the year 1871, foundation of B.J. Medical School was done from the generous donation of Byramjee Jeejeebhoy, another Philanthropist. In 1946, B.J. Medical School was upgraded to B.J. Medical College. Construction of present B. J. Medical College building was started in 1948 and was completed in 1950. Super-specialty courses were started and specialized treatment was made available. A building for super-specialty department is built from the donation of Infosys Foundation. UG, PG and Super-specialty courses are conducted in the college. 200 admissions and 145 PG admissions are made every year.

### **Review of Literature**

**Henry N. Kemoni and Patrick Ngulube, (2007)** recommends that Cap 19 be revised to ensure that the records management component is explicitly stated in the Act, unlike the current case where archives management is given more prominence in the title of the Act than records management. This would be in line with the practice in other countries such as Botswana, India, the United Kingdom, Australia, New Zealand, South Africa and United States of America.

**Dr. P.K. Suresh Kumar (2012)** , All University Librarians in Kerala 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 of documents and survey of the users to know their requirements and their expectations of the library, these problems can be tackled. The SWOT analysis shows all the university libraries in Kerala with their strengths and opportunities can easily overcome the threats and weakness with appropriate positioning and marketing strategies. An intensive effort is required from the part of the top management of the library, staff, and authorities of the concerned universities to overcome the listed weakness. All the university libraries in Kerala have enough potential to market their information products and services through a strategic marketing approach.

**Mangesh Talmale and Avinash Humbre (2012)**, SWOT analysis helps in evaluating by using your Strength to overcome Weaknesses, using opportunities to overcome Threats and take appropriate strategies as an action. Changes are enforced by many forces such as technology, demographic features, economic characters etc. Some of the technology issues at the information providers/vendors will be solved if these issues are discussed with them while signing up the consortia licenses. Solutions to issues at the member libraries end will be found collectively by member libraries agreeing to use common library automation systems, standards and formats. Hence, N-LIST programme would successfully fill in the serious gap of providing access of e-resources to colleges in India.

**Statement of Problem**

“SWOT Analysis of B J Government Medical College Library, Pune- A Critical Study”

**Objective of the Study**

1. To Study the Present Scenario of Library
2. To identify Strength, Weakness, Opportunity and Threat of library

**Data Collection**

Questionnaire is used as a tool for Data Collection

**Data Analysis and Interpretation**

Knowledge Organization

**1. Classification Scheme Used in Library**

Classification is the backbone of any library system .to know which classification scheme is used. The question was asked to the librarians

Particular	Response
Classification Scheme Used in Library	None

Table No. 1, shows that no Classification Scheme is used in B J Government Medical College Library, Pune.

**2. Cataloguing Code Used**

To locate any book in library cataloguing is necessary like classification cataloguing is also a backbone of any library

Particular	Response
Cataloguing Code Used	AACR

From Table No. 02 it is found that AACR is B J Government Medical College Library, Pune

**3. Bibliographic Form Used in Libraries**

A question was asked in order to know that availability of bibliographic form

Particular	Response
Bibliographic Form Used in Libraries	Card Catalogue

Table No.03 reflects that Card Catalogue is used

**4. Bibliographic Format Used**

To know which bibliographic information format is used by the Medical College library

Particular	Response
Bibliographic Format Used	Common Communication Format (CCF)

Table No. indicates that Common Communication Format (CCF) Bibliographic format is used.

**LIBRARY AUTOMATION****5. Library Management Software**

To know whether the Medical College library has adopted to new technology & whether the library automation is done the questions was regarding library software used .

Particular	Response
Library Management Software	No

From Table No. 05 it is seen that No Library Management Software is used in B J Government Medical College Library, Pune

## IT BASED SERVICES

### 6. Library Webpage

Question was asked to know whether the J Government Medical College Library, Pune possess library webpages or not .the response received are mentioned in the table

Particular	Response
Library Webpage	No

Table No. 6, shows that BJ Government Medical College Library, Pune doesn't have library webpage.

### 7. Digital Library Service in Library

To know what type of Digital Library service offered

Particular	Response
Digital Library Service in Library	Yes

Table No. 07, shows that B J Medical College Library, Pune provide the Digital Library Service in Library.

### 8. Online Database Service

The questions was asked to know whether online database service is provided to the users

Particular	Response
Online Database Service	Yes

Table No. 08 shows that B J Medical College Library, Pune have online database service

### 09. E-Journal Consortia

An attempt has been made to know about the E-Journal consortia

Particular	Response
E-Journal Consortia	Yes

Table No. 09 reflects that B J Medical College Library, Pune have E-Journal Consortia

### 10. Online Fulltext E- Journals and E-Books Service Other Than Consortia

Particular	Response
Online Fulltext E- Journals and E-Books Service Other Than Consortia	Yes

Table No. 10, indicates that B J Medical College Library, Pune provide online fulltext E-Journal and E-Books services other consortia

### 11. CD/ DVD ROM Based Services

The availability of CD/DVD ROM based services is presented in table

Particular	Response
CD/ DVD ROM Based Services	Yes

Table No. 11, shows that B J Medical College Library, Pune provide CD/DVD ROM based services

## 12. Internet Service

The questions asked whether the internet service is provided

Particular	Response
Internet Service	Yes

Table No. 12, shows that B J Medical College Library, Pune provides Internet Service which is a good sign.

## 13. Institutional Repository

Question was asked whether this service is provided to the users of B J Medical College Library, Pune responses received are mentioned below

Particular	Response
Institutional Repository	Yes

Table No. 13, shows that B J Medical College Library, Pune provides Institutional Repository to its users.

## 14. - Broadband Internet Facility

Efforts were made to know the availability of Broadband Internet Facility in library.

Particular	Response
Broadband Internet Facility	Yes

It is interesting to know that B J Medical College Library, Pune is providing Broadband Internet Facility to their users.

## LIBRARY ADMINISTRATION

### 15. - Rules & Regulations Followed by Users

A Question was asked in order to know the follow up of rules and regulations by the library users.

Particular	Response
Rules & Regulations Followed by Users	Fully Follows

Table No.15, reveals that B J Medical College Library, Pune users follows the rules and regulations

### 16. – Library Committee

An attempt has been made to know that does the library have the library committee for the governance

Particular	Response
Library Committee	Yes

Table concludes that B J Medical College Library, Pune is governed by Library Committee and its good for decision making and management of Library.

### 17. - Collection Development Policy

The researcher tries to know that is Government Medical College Libraries having their own policy on collection development.

Particular	Response
Collection Development Policy	Yes

Table No. 17, indicates that B J Medical College Library, Pune have their own policies on collection development.

### 18. Compact Storage of Less Used Collections

Every Library will have its less used collection over a period of time these collection will increase due to the syllabus change, out dated content etc.

Particular	Response
Compact Storage of Less Used Collections	Yes

Table No. 18, shows that B J Medical College Library, Pune possess Compact Storage of Less Used Collections.

### 19. Weeding Out Policy of Collection

The researcher tries to know that does the library were having weeding out policy.

Particular	Response
Weeding Out Policy of Collection	Yes

Table No. 20, reflects that B J Medical College Library, Pune have their own weeding out policy.

### 20. Adequacy of Library Finance

The table shows that the Library finances received are adequate as per requirement.

Particular	Response
Adequacy of Library Finance	No

Table No. 20, indicates that B J Medical College Library, Pune are not satisfied with available finance.

**Conclusion** SWOT analysis will helps us to employ a strategy to match strengths and opportunities; and employ those strategies for converting the weaknesses and Threats into strengths and opportunities for library.

### Suggestions

From the foregoing account, it becomes clear that action should be taken by the Administration concerned. Principles and Librarians. It appears that Government Medical College Libraries in Maharashtra Facing crisis. Financial which have direct influence on the efficient and effective management of Information sources and services. Financial crisis occur either due to the diversion of funds allocated to library for other purposes. It can also be due to the reasons that management does not realize the value and cost of information hence they do not allocated Financial resources for the same. Information Technology should be effectively implemented in the libraries for better information services. Libraries should develop their own website with Web-OPAC facility. To conclude, it can be said that Government Medical College Libraries should be established on sound footing with adequate finances, manpower, information resources etc. The Librarians working in the Government Medical Colleges in Maharashtra should function as committed, dedicated information professionals and provide

the necessary and appropriate library and information services and there by ensure user's satisfaction.

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