

**SWOT ANALYSIS OF GOVERNMENT MEDICAL COLLEGE
LIBRARY, AURANGABAD- 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 Government Medical College, Aurangabad

Government Medical College and hospital, Aurangabad is one of the premiere Medical colleges in Maharashtra and biggest tertiary care hospital for whole Marathwada Region. The Medical College and Hospital is commonly known as GHATI. The College was established in July- August 1956. It is situated in the heart of the city with an area of 99 acres of land.

After more than 50 years of its establishment, now the College provides admission to 150 MBBS, 85 postgraduate, 120 BPMT, and 50 B.Sc nursing students. The academic committee has absolute control over the academic progress of undergraduate curriculum and offers necessary boost whenever required. Since last three years the college has started organizing IRCON (Inter-disciplinary Research Conference) which provides a big platform to the budding postgraduates and the teachers to show and share their academic achievements and interactive skills. The last academic year has shown that the passing percentage of UG year wise is - First MBBS 75%, Second MBBS 89%, Third MBBS (Part -I) 97% and (Part -II) 93%. Moreover the overall passing % of PG (degree and diploma) was almost 100%.

The student's advisory committee conducts extracurricular activities for the students. They participate in various sports activities at various levels.

The hospital provides qualified, dedicated staff and modern equipment's in all clinical, Para-

clinical & pre-clinical departments. The 1177 bedded hospital caters medical services with ultra-modern facilities for patient care on outpatient basis (OPD) and in patient basis (IPD). The patient flow on an average was 27810/month OPD and 5650/month IPD in the year 2010-2011. Specialty services have been the reason behind the phenomenal growth of this hospital.

To add to the existing patient care services, since 4 years the hospital has Super-specialty setup CVTS (cardiovascular thoracic surgery). The services rendered by this department are improving with reference to approved standards. With the availability of more facilities and resources in near future super-specialty courses like Cardiology, Cardiothoracic surgery, Anesthesiology, Transfusion medicine etc. will be provided. Once these courses will commence then 24X7 super-specialty patient care will be provided by the Super-specialty doctors.

New Medicine Ward Building will be providing all the departmental services under one roof. Similarly the Nephrology Building project which is also in progress will be providing specialty services like Hemodialysis, Kidney transplants etc. under one roof.

Considering increasing incidents of vehicular & industrial accidents, Trauma Care Centre is necessity of the day and the work of this state of art Trauma Care Centre is on the verge of completion and ready for the quality services for the patient. Fully functional Neonatology Unit is

established. This will help to reduce neonatal mortality; in addition it will also provide all intensive services for the neonates.

The Biggest boon to the people of Marathwada region will be "Government Cancer Hospital". It is 100 bedded hospital, and will be providing State of the art facilities for Radiotherapy, Chemotherapy and Operative treatment to cancer patients. This cancer hospital will cater services to patients of Marathwada, Vidarbha & Khandesh.

The ART is Anti-Retroviral Therapy center running successfully with perfectly trained staff and dynamic team effort. It will be Up-graded soon to „ART plus“ to deal with HIV cases showing drug resistance. DOTS center looks after tuberculosis cases. "DOTS PLUS is proposed which will have advanced testing and treatment facilities" for tuberculosis patients. This will be available soon. The Rajiv Gandhi Jeevandai Arogya Yojna is introduced from 15th Aug 2011. As declared by the Honorable Chief Minister of Maharashtra state, this will improve the quality services to an insured level and in addition will also help to build the esteem of the individual department with the revenue generated under specified clauses of this project.

With hi-tech features in every profession being the need of the hour, the Govt. Medical College is fully computerized as regards to patient data, student data, and University data management via HMIS (Hospital management and information system) with HP India limited as the contract based service provider.

Newer constructions proposed are hostels for UG, PG students, interns, Administrative Block, Occupational & Physiotherapy College, Library Building, Gymkhana, Nursing home etc. The state of art burn ward proposal is in the pipeline and has been approved by authorities. This will add a feather in the cap for treatment facilities with plastic surgery support to the patients.

For disaster management the hospital plans to develop a fully functional unit for disaster management with SOPs.

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 Government Medical College Library, Aurangabad - 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 | Other |

Table No. 1, shows that other than contemporary Classification Scheme is used in Government Medical College Library, Aurangabad.

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 Government Medical College Library, Aurangabad

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 | Computerized Bibliographic Information System |

Table No. 04, indicates that Computerized Bibliographic Information System 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 Government Medical College Library, Aurangabad

IT BASED SERVICES

6. Library Webpage

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

| Particular | Response |
|------------------------|----------|
| Library Webpage | Yes |

Table No. 6, shows that Government Medical College Library, Aurangabad have its own 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 Government Medical College Library, Aurangabad 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. 8 shows that Government Medical College Library, Aurangabad have online database service

9. E-Journal Consortia

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

| Particular | Response |
|---------------------|----------|
| E-Journal Consortia | Yes |

Table No. 9 reflects that Government Medical College Library, Aurangabad 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 Government Medical College Library, Aurangabad 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 | No |

Table No. 11, shows that Government Medical College Library, Aurangabad doesn't 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 Government Medical College Library, Aurangabad provides Internet Service which is a good sign.

13. - Institutional Repository

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

| Particular | Response |
|--------------------------|----------|
| Institutional Repository | No |

Table No. 13, shows that Government Medical College Library, Aurangabad doesn't 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 Government Medical College Library, Aurangabad 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 Government Medical College Library, Aurangabad 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 Government Medical College Library, Aurangabad 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 Government Medical College Library, Aurangabad 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 Government Medical College Library, Aurangabad 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. 19, reflects that Government Medical College Library, Aurangabad 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 Government Medical College Library, Aurangabad 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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