

A SURVEY OF MANAGEMENT COLLEGE LIBRARIES IN SRI VENKATESWARA UNIVERSITY AREA, ANDHRA PRADESH, INDIA

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Abstract: - Analysis of data collected from 27 librarians and 1468 users of management college libraries located in S.V. University area, Andhra Pradesh, India, using a questionnaire indicates that all the management college libraries work from 8-10 hours a day on working days. Most of the librarians (77.8%) possess M.L.I.Sc. degree along with another post-graduate degree. Most of them (85.2%) are getting consolidated pay. Most of the libraries (88.9%) follow open access system. The majority of the libraries acquire books from local distributors / agents (66.7%) and procure periodicals directly from publishers (85.2%). More than half of the libraries (51.9%) classify books using Dewey Decimal classification. Majority of the libraries (59.26%) use catalogue modules of library software packages. All management college libraries are providing circulation and reference service.

Most of them (88.9%) are providing newspaper clipping service. A few of them offer document reservation facility (29.6%), reprographic service (40.7%), CAS/SDI service (44.4%) and Indexing/abstracting service (18.5%). Majority of the libraries (66.7%) are conducting user education programmes. A majority of management college libraries (77.78%) have no separate buildings. All libraries have display racks, water coolers, and computers. Majority of the libraries (63%) are carrying out stock verification annually. Majority of the libraries (59.3%) have been automated. Majority of them (70.4%) have Internet facility. Majority of them (66.7%) have no digital libraries.

A high percentage of the users (45.50%) are visiting the library regularly. Half of the users (50.06%) visit the library for the purpose of borrowing books. Most of them (91.69%) are satisfied with the working hours of the library on working days. Most of them (93.19%) are satisfied with the book collection. The majority of them (65.67%) are satisfied with the periodical collection. Majority of the users (54.50%) are satisfied with the seminar / conference proceedings.

Majority of them (77.04%) replied that latest editions of books are available in the library. Most of them (84.33%) are satisfied with the reference service. Majority of them are satisfied with newspaper clipping service (68.39%) and loan period (61.30%). Majority of the users (72.34%) replied that it is necessary to computerize the various operations of the library. Majority of the users (64.17%) replied that the digital library facility is not available in their libraries. Most of the users are satisfied with the seating accommodation (86.44%), library furniture (86.30%) and ventilation and lighting (90.94%) of their libraries. Most of them (90.19%) are satisfied with efficiency and behaviour of the library staff. A few recommendations are given based on the findings of the study

Keywords : Management college libraries, Academic libraries, library surveys, library users, user studies, Sri Venkateswara University, Andhra Pradesh.

I. Introduction

Good and active managers play a vital role in the development of a nation. They are needed to run the organizations in both private and public sectors efficiently and effectively. They undertake various activities including production management, human resource management, marketing management, project management, financial management, accountancy management and Information technology management.

Among the various branches of higher education, management education is responsible for enlargement and development of trade and business which lead to economic and industrial development of the country. It is one of the most important sector in today's knowledge economy.

The aim of management education is to develop professional, entrepreneurial and socially responsible leaders and managers.

Management education with specializations in different areas prepares managers to face the constantly advancing corporate world. It produces managers who are able to sustain themselves in an environment of intense competition, globalization, privatization and liberalization, and new technologies.

Management postgraduates today require not only their domain knowledge (core skills) but also endowed with other skills viz., communication and presentation skills, analytical skills, interpersonal skills, decision making skills, positive thinking, time management abilities, self-

confidence, team work, leadership, problem solving, adaptability, ethics, creativity and innovative skills, team building, bargaining and negotiating skills, information and media literacy skills, and social responsibility. These postgraduates with those skills are able to sustain in the present business environment at national and global levels.

Management education in India is mainly imparted through 19 Indian Institutes of Managements, 363 University Departments of Management Studies, and 4420 management colleges/ institutes. In other words, there are 4802 management colleges/ institutes in India. These institutes are offering Diploma, Graduate, Postgraduate and research level courses. They are producing 3,60,000 Postgraduates every year in management. However, a recent study by ASSOCHAM found that only a meagre of B-School postgraduates (10%) are actually employable despite the demand.

This shows the pathetic situation of human resources in management education in India. This is because of lack of practical knowledge and other employable skills. Hence, it is necessary that these postgraduate students in management are to be equipped with necessary skills to become employable. In the context of globalization, possessing of required skills is essential for these students to compete with the students of other nations. Hence, it is the responsibility of the management institutes to

provide quality / world class education by equipping postgraduate students not only course skills but also other required skills. Hence, the management colleges/institutes should be equipped with qualified and experienced faculty members, well established language laboratories, good library, physical and ICT facilities, and good management. Among them, library plays an important role in imparting quality management education by providing necessary information sources and services to the faculty and students of management. To produce good managers with necessary skills to compete at national and global levels, the management colleges should have a well equipped and well managed library. It is said that education without library services is like ‘a body without soul’ and ‘a vehicle without an engine’.

A management library acts as an academic as well as a research library. It is an era in which users demand quality information at earliest. The management college libraries serve their users by using the various print and electronic information resources. Presently management institutions are facing changes in several fronts such as course structure, rapid introduction of revised syllabi and semesterization. It has a direct bearing on management libraries. So to cope up with these changes, continuous improvement has become necessary for the libraries of these institutions to adopt the newer ways and techniques of management for the overall development of them.

It is therefore necessary that the procedures, operations, resources, facilities and services of these libraries are to be studied and it is also necessary to determine networking scenario among them, which will help in adopting new practices for the betterment.

Unless, Management college libraries have adequate resources such as finance, building, furniture, IT infrastructure and other facilities, they may not be able to render necessary services to their users viz., students and faculty members. Hence, world class management college libraries with good infrastructure are essential to prepare good managers.

It is necessary to survey the management college libraries with regard to present existing conditions in them, the views of users with regard to the provision of information sources and services, physical facilities, and ICT infrastructure, the satisfaction of users with various sources and services and their suggestions so that necessary measures can be undertaken to improve the resources and services of these libraries. Hence, there is need to conduct surveys on management college libraries. Hence, in this context, as no comprehensive survey has been undertaken on management college libraries so far, the present study entitled '*A Survey of Management College Libraries in Sri Venkateswara University Area*' has been undertaken.

2 . Earlier studies

The surveys that were conducted on college libraries are discussed in the following paragraphs.

Mukherjee (1965) assessed the prevalent position of library facilities in 50 teacher training college libraries, India, by collecting data using a questionnaire. The study revealed that majority of the libraries did not have sufficient space for proper functioning. Some of the teacher training colleges did not have their own libraries. All libraries were lacking abstracting, indexing and interlibrary loan services.

Hingwe (1969) made a study of 44 libraries of the constituent and affiliated colleges of Poona University in order to find out the adequacy of the library facilities for the teaching programme. **Girija Kumar et al. (1980)** made a study on the users of college libraries by administering questionnaires to various user-groups for formulating standards for the college libraries in the country. **Sreepathy Naidu (1980)** conducted a survey on college libraries affiliated to Andhra and Osmania Universities in order to formulate certain standards and norms that would help to achieve and facilitate effective functioning.

Narsimha Raju (1984) made a survey of college libraries in West Godavari District in Andhra Pradesh.

Kumar (1986) studied about the potentiality, existing situation and status of the libraries of colleges affiliated to Gulbarga

University and suggested various measures for improving the working of the libraries.

Singh (1999) conducted a study on collection development and readers' services at IIT Library, Kharagpur, by collecting data from a sample of 222 users of the library comprising faculty members and students using a questionnaire method.

Biradar and Sampath Kumar (2000) evaluated the services and facilities offered by DVS Polytechnic college library, Shimoga, Karnataka.

Joshi (2001) collected data about veterinary college libraries in Maharashtra through questionnaire. Book collection was found inadequate to meet information needs of the users, and its growth was very slow. Journal subscription was not satisfactory and libraries were understaffed.

Lohar and Kumbar (2002) conducted a study to evaluate the use of library facilities and information resources in Sahyadri Arts and Commerce College, and Sahyadri Science College of Shimoga (Karnataka). **Satish and Kumbar (2006)** discussed the web-based library service expected at management institutes in Mumbai city, Maharashtra State, India. **Kumar and Singh (2009)** made a study to assess the use of services by the users of National Science Library (NSL), New Delhi, India.

Harinarayana, Vasantha Raju and Shivakumar Swamy (2008) conducted a survey

to assess the effectiveness of library services of selected college libraries in Mysore city. The required data was collected from users of these college libraries. It was found that majority of the users were visiting libraries to study in the library, and for borrowing books. Textbook service was the most highly sought service by the users. Libraries were lagging behind to provide specific information.

Veeramani and Vinayagamorthy (2010) examined the need and necessity of electronic collections and the impact of e-resources on Management graduates. It also identifies the level of awareness among the graduates and their usage pattern on using digital information.

Maharana et al. (2010) conducted a survey to find out the necessity and usage of Internet and e-resources by the students undertaking the Master's course in Business Administration, at Sambalpur University, Orissa, India.

Nagahban (2010) made a study which is aimed at assessing the extent of utilization and familiarity in accessing digital technologies of information among postgraduate students and research scholars in Shiraz city.

Srinivasulu and Pulla Reddy (2010) made a survey on 22 medical college libraries of Andhra Pradesh using a questionnaire. A list of findings were given. Recommendations based on the findings were suggested to improve the services of these medical college libraries.

Nagaraja Rao and Surendra Babu (2012) made a survey of 216 degree college libraries in Andhra University Area to examine the present status with regard to their information sources, services, physical facilities and ICT facilities using a questionnaire.

Singh (2012) conducted a study to explore the level of usage of electronic information resources (EIR) and services in teaching and learning as well as the impact of their usage.

Shakeel Ahmed and Vinayagamoorthy (2013) conducted a survey to examine the information seeking behaviour of Business School students of universities and colleges located at Academic City, Dubai, UAE.

Onifade et al. (2013) examined the use of library resources and services among postgraduate students in Babcock University Library.

Chinna Balu and Pulla Reddy (2014) conducted a study on 29 engineering college libraries in S.V. University area, Andhra Pradesh, using a questionnaire. The study shows that all the engineering college libraries work from 9-11 hours a day on working days. Most of the libraries (86.2%) follow open access system. Most of the libraries (93.1%) classify books using Dewey Decimal classification. Most of them (96.6%) catalogue books using either AACR-2 or one of the catalogue modules of various software packages. The majority of libraries offer Internet facility (86.2%), referral service (75.9%) and newspaper clipping service (68.9%). A majority

of engineering college libraries (79.3%) have no separate buildings.

The above studies indicate that no comprehensive survey has been undertaken on management college libraries. Hence, the present study has been undertaken.

3. Objectives of the Study

The following are the specific objectives of the study:

1. To study the acquisition, technical processing, lending and maintenance of documents in management college libraries;
2. To examine the strength of collection, types of services and physical facilities available in these libraries;
3. To examine the use of information technology in management college libraries;
4. To assess the library personnel with regard to their strength, and to know the qualifications, pay scales, and satisfaction of management college librarians with their jobs;
5. To examine the purpose and frequency of visiting the library by the users of management college libraries of Sri Venkateswara University area;
6. To know the users' opinions towards library collection, services and facilities; and to examine the differences, if any, in the views of users with regard to them; and
7. To suggest the measures for improving the quality of resources and services of management college libraries.

4. Methodology

Survey method of research has been used in the present study. The methodology of the study has been described in the following paragraphs.

4.1 Selection of sample

The selection of sample with regard to libraries and library users is explained.

4.1.1 Libraries

There are 157 management colleges in Sri Venkateswara University area. As the population of management college libraries is too large to study in terms of cost, time and labour involved, the investigator selected 27 management college libraries out of 157 (17% of the population) by simple random sampling as the prevailing conditions in these college libraries are more or less same.

4.1.2 Users

The users of management college libraries are postgraduate students, and faculty members. There are 6876 postgraduate students and 540 faculty members in these 27 management colleges. The total number of users is 7416. As the population is large in terms of cost, time and labour involved, the investigator selected a sample of 1468 users using stratified random sampling technique.

4.2 Data collection

The required data was collected for the present study using questionnaire method. Two questionnaires were used for collection of data. One questionnaire is meant for librarians of

management colleges in S.V. University area. A second questionnaire is meant for users. The questionnaires have been designed keeping in view the objectives of the study. As the respondents are highly conversant with the English language, the questions were prepared in that language. The questions were prepared in a very simple language so that the respondents can understand easily and can fill up them within 20 minutes. The questions are of the type of specific information questions which call for a specific item of information or questions with yes or no answer or multiple answers. The total data needed for the study was collected during the period 1st July 2011 to 31st March 2012.

4.3 Analysis of data

The data collected from the questionnaires has been analyzed to achieve the stated objectives of the study. For this purpose, a software package SPSS (Statistical Package for the Social Sciences) has been used for the analysis of data. Statistical analysis techniques such as frequency distribution, percentage analysis and Chi-square test, have been employed depending on the nature of data collected from the respondents.

5. Findings

5.1 Management college libraries

The following conclusions have been drawn on Management college libraries.

5.1.1 Management colleges

1. A high percentage of the Management colleges (48.15%) were established during the period 1996-2001.
2. A high percentage of the colleges (44.44%) are affiliated to Jawaharlal Nehru Technological University, Anantapur.
3. All the colleges are offering post-graduate courses only.
4. The majority of the colleges (55.55%) have two sections.

5.1.2 Librarians

1. All Management college libraries have librarians.
2. The majority of librarians (77.77%) have P.G. with the M.L.I.S.C., degree.
3. The majority of them (74.07%) have the age above 35 years.
4. Most of them (81.48%) are men librarians.
5. The majority of librarians (51.85%) have an experience in the range of 6 to 10 years.
6. Most of the librarians (85.18%) are getting only a consolidated pay.
7. Most of them (81.48%) are satisfied with the present job.

5.1.3 Library working hours

1. A high percentage of the Management college libraries (44.45%) informed that their libraries are working from 9.00 a.m. to 5.00 p.m. on working days, and majority of the college libraries (66.67%) are not working on holidays.

5.1.4 Access system

1. Most of the librarians (88.88%) informed that their libraries are following open access system.

5.1.5 Library collection

1. A high percentage of the college libraries (48.15%) have more than 1000 titles.
2. One-third of the libraries (33.33%) have a collection in the range of 7,501 to 10,000 books.
3. A high percentage of the management college libraries (40.75%) are subscribing to more than 30 national journals.
4. Majority of the libraries (62.96%) are subscribing to 10 or less than 10 international journals.
5. The majority of them (77.78%) are not subscribing to e-journals.
6. The majority of libraries (55.56) have more than 300 back volumes of periodicals.
7. Majority of the libraries (66.67%) do not have book banks.
8. All libraries have non-book materials (CD ROMs).
9. All the libraries have circulation section. Most of them have periodical section (96.29%), textbook section (92.59%), and acquisition section (92.59%).

5.1.6 Acquisition

1. The majority of libraries (62.97%) are acquiring books from local book sellers / distributors.

2. Most of the librarians (85.19%) replied that their libraries are procuring periodicals directly from publishers.

5.1.7 Classification and cataloguing

1. About half of the librarians (51.85%) replied that they are classifying books; and their libraries are using Dewey Decimal classification scheme for classification of documents.
2. All the librarians opined that Dewey Decimal classification scheme is more suitable to classify the management documents.
3. All the libraries (100%) replied that the books of their libraries are catalogued.
4. The majority of the librarians (59.26%) informed that their libraries use catalogue modules of software packages / own software packages and the remaining 40.74 per cent of them use AACR-II for cataloguing of books.

5.1.8 Circulation

1. All college libraries (100%) are issuing books to users.
2. Majority of the librarians (55.55%) informed that their libraries are issuing 3 books at a time to postgraduate students.
3. Majority of the librarians (74.07%) informed that their libraries are issuing books to postgraduate students for a period of 11 to 15 days.
4. A high percentage of the librarians (48.15%) informed that their libraries are not issuing periodicals to postgraduate students.

5. Among the libraries which are issuing periodicals to the postgraduate students, the majority of them (78.58%) are issuing for a period of 5 days or less than 5 days.
6. Most of librarians (85.18%) informed that their libraries are issuing 10 books at a time to teaching staff.
7. Nearly two-thirds of the librarians (66.67%) informed that their libraries are issuing books to teaching staff for a period of one semester.
8. A high percentage of them (37.03%) are issuing two back volumes of periodicals to teaching staff. The majority of libraries (62.96%) are issuing back volumes of periodicals to teaching staff for a period of one week.
9. The majority of librarians (59.26%) informed that their libraries are using computerized system for issue and return of books.
10. Most of the librarians (88.89%) informed that books are lent in their libraries on all the working days in a week.
11. Nearly two-thirds of them (66.67%) informed that their libraries are collecting overdue charges from the users for not returning of books within the due date.

5.1.9 Services

All the libraries are providing circulation and reference services. Most of them (88.89%) are providing newspaper clipping service. A high percentage of management college libraries are providing CAS / SDI service (44.44%), reprography service (40.74%), and document reservation facility (29.63%).

5.1.10 User education programmes

1. The majority of librarians (66.67%) informed that their libraries are conducting user education programmes.

5.1.11 Physical facilities

1. The majority of librarians (77.78%) replied that they have no separate library buildings.
2. More than one quarter of the libraries (29.63%) have a carpet area in the range of 100 sq. mts. to 200 sq. mts.
3. All the libraries have display racks, water coolers and computers.
4. The majority of librarians (77.78%) replied that their colleges have adequate chairs and tables.
5. A high percentage of the librarians (44.44%) replied that their colleges have vacuum cleaners.

5.1.12 Budget

1. Majority of the libraries (70.37%) spent on books more than two lakhs during the academic year 2011 - 2012.
2. A high percentage of the libraries (40.74%) spent on periodicals Rs 50,000 or less than Rs 50,000 during the academic year 2011-2012.
3. Majority of the libraries (62.96%) spent on non-book materials from Rs 10,001 to Rs 20,000 during the academic year 2011-2012.

5.1.13 Stock verification and statistics

1. The majority of librarians (62.96%) informed that their libraries are carrying out stock verification annually.

2. The majority of librarians (74.07%) replied that their libraries are following accession register for stock verification of books.
3. Most of the librarians (92.59%) replied that their libraries are maintaining up-to-date statistics.

5.1.14 Library automation and use of ICT

1. The majority of the librarians (59.26%) replied that their libraries have been automated.
2. Nearly one-fourth of the libraries (25.93%) are using their own developed softwares.
3. All the librarians informed that their circulation sections have been automated.
4. The majority of librarians (59.26%) replied that their libraries have Internet facility.
5. Majority of the librarians (66.67%) replied they have no digital library facility.

5.2 Users of management college libraries

The following conclusions have been drawn from the data collected from the users of Management college libraries.

5.2.1 Use of the library

1. A high percentage of the users (45.50%) are visiting the library regularly.
2. Half of the users (50.06%) visit the library for the purpose of borrowing books.
5. About one-third of the users (34.60%) are spending one hour in the library.

5.2.2 Satisfaction with working hours

1. Most of the users (91.69%) are satisfied with the working hours of the library on working days.

2. Nearly half of the users (51.16%) are satisfied with the working hours of the library on Sundays and Public holidays.

5.2.3 Satisfaction with library collection

1. Most of the users (93.19%) are satisfied with the book collection.
2. The majority of users (65.67%) are satisfied with the periodical collection.
3. Above one-third of the users (34.46%) are dissatisfied with the abstracting and indexing periodicals.
4. Majority of the users (54.50%) are satisfied with the seminar / conference proceedings.
5. Majority of them (52.58%) are satisfied with the research reports / theses / dissertations / project reports.
6. A high percentage of the users (45.98%) are neither satisfied nor dissatisfied with the maps / charts collection.
7. A high percentage of them (43.46%) are neither satisfied nor dissatisfied with audio-visual materials.
8. Nearly half of the users (49.05%) are satisfied with the CDs and DVDs collection.

5.2.4 Book collection

1. A high percentage of the users (36.44%) came to know about the new books procured by the library through the library staff.
2. Majority of the users (77.04%) replied that the latest editions of books are available in the library.

3. Most of them (80.38%) replied that their libraries have sufficient multiple copies for prescribed textbooks.

5.2.5 Periodical collection

1. Most of the users (81.88%) replied that they are satisfied with the number of periodicals subscribed by the library.
2. Majority of them (67.57%) replied that the latest issues of periodicals are available in their libraries.
3. One of the reasons for the non-availability of latest issues of periodicals is the improper subscription by the libraries (40.34%).
4. Most of the users (85.42%) are satisfied with the newspapers subscribed.

5.2.6 Satisfaction with library Services

1. Most of the users (84.33%) are satisfied with the reference service.
2. Nearly half of them (49.19%) are neither satisfied nor dissatisfied with the CAS/SDI service.
3. The majority of the users (68.39%) are satisfied with the newspaper clipping service.
4. The majority of them (61.03%) are satisfied with the loan period.
5. A high percentage of the users (38.01%) are neither satisfied nor dissatisfied with the document reservation facility.
6. A high percentage of them (42.10%) are dissatisfied with the Inter-library loan (ILL) service.

7. The majority of users (69.75%) are satisfied with the library catalogue.

5.2.7 Borrowing of books

1. The majority of the users (53.34%) are borrowing more than 10 books on an average per month from the library.
2. The majority of them (52.04%) replied that their libraries are issuing 3 books at a time.
3. The majority of the users (69.21%) are satisfied with the number of books issued at a time.

5.2.8 Assistance from library staff

1. Most of the users (88.96%) replied that they sought the assistance of reference librarian or any library staff for getting the required information by them.
2. The majority of them (76.80%) are seeking information for locating the books.

5.2.9 ICT infrastructure

1. The majority of the users (72.34%) replied that it is necessary to computerize the various operations of the library.
2. Most of them (87.19%) replied that they have the knowledge in use of computers and Internet.
3. Majority of the users (64.17%) replied that the digital library facility is not available in their libraries.

4. The majority of users (55.65%) replied that they are not aware of open access journals available on Internet.

5. Majority of the users (59.06%) replied that Internet facility is not available in their libraries.

5.2.10 Satisfaction with physical facilities

1. Most of the users are satisfied with the seating accommodation (86.64%), library furniture (86.30%), and ventilation and lighting (90.94%) of their libraries.
2. A high percentage of the users are satisfied with the toilet facility (40.53%), air conditioning facility (41.83%), and drinking water facility (45.91%).

5.2.11 Library staff

1. Most of the users (90.19%) are satisfied with efficiency and behaviour of the library staff.
2. The majority of the users (57.77%) replied that their libraries do not have suggestion box / complaint box.
3. Most of the users (87.26%) replied that the suggestion box / complaint box is necessary in their libraries.

6. Recommendations

The following are the recommendations made by the investigator on the basis of analysis of the data, and suggestions obtained from both the management college librarians and users of management college libraries.

6.1 Library working hours

The study shows that a high percentage of management college libraries (44.45%) are working from 9 a. m. to 5 p. m. The management colleges are also conducting the classes for postgraduate students almost at the same time. Hence, the students may not be able to utilize the library properly. As the students do not get time to use the library, a few students (9.19%) suggested that there should be two library periods of one hour duration in Time-table on every working day.

The study also reveals that a few users (4.29%) are dissatisfied with the working hours on working days. Two-thirds of management college libraries (66.67%) are not working on holidays. Twenty nine per cent of the users (29.64%) are dissatisfied with the working hours on holidays and 19.2% of them are neither satisfied nor dissatisfied in this regard. Hence, the library authorities concerned should take necessary steps to extend the working of the library beyond the normal college hours on working days if feasible. They should also take necessary steps to open the libraries on holidays keeping in view the demand from the users and feasibility if their libraries are not working on holidays already.

6.2 Types of access system

The study reveals that a few management college libraries (7.41%) are following closed access system. Expert Committee on college libraries, Government of Kerala suggested that the college library should follow open access system. Hence, the authorities of college libraries concerned should take necessary steps to implement open access system if feasible so that the users can select the books they like from the book shelves.

6.3 Use of the library

It is obvious from the study that 21.19% of the users visit the library once in a week and 4.02% of them visit the library occasionally. The study also reveals that 17.92% of the users spend less than one hour per day in their libraries. Hence, to enhance the frequency of visits to the library and to spend more time in the library in getting the required information, the users should be motivated by the library staff to use the library frequently. They should be informed about the importance of information, and availability of various information sources. The faculty members also should motivate the students and research scholars to go to the library for getting the required information for their class work and research by giving them library oriented exercises such as assignments, project works, etc.

6.4 Library collection

The following are the recommendations with regard to the library collection

6.4.1 Book collection

According to AICTE norms, each management college library shall have 100 titles and 500 volumes for every division permitted in postgraduate programme of the Management college. Afterwards, 50 titles and 500 volumes of books are to be added for every division every year. The study reveals that a few management college libraries (11.12%) are not fulfilling AICTE norms with regard to the number of titles of books. A high percentage of these college libraries (44.4%) are also not fulfilling these norms with regard to number of volumes of books.

The study also reveals that a few users (3.55%) are dissatisfied with the book collection. A considerable number of users (22.97%) replied that their libraries do not have the latest editions of books; and 19.62% of them replied that their libraries do not have multiple copies for prescribed textbooks. A considerable percentage of librarians (29.62%) of management colleges suggested to acquire more number of books for the benefit of users. Hence, the college authorities should take necessary steps to procure adequate number of titles and volumes of books as per AICTE norms. They should also take necessary steps to procure adequate number of multiple

copies for prescribed textbooks based on the strength of students and type of examination system. They should also take necessary measures to procure latest editions of books whenever they are available in the market enabling the users to get latest information on their subjects of interest.

Sufficient number of general knowledge books for preparing competitive examinations, personality development books, and books written by different authors on the same subject are to be procured by the library authorities as a few students (8.57%) suggested for the same.

AICTE and affiliating university concerned should insist the management college authorities on the provision of prescribed number of titles and volumes of books in their libraries as per the norms of AICTE at the time of permission, affiliation and inspection.

6.4.2 Periodical collection

As per norms of AICTE, the number of journals in each library shall be a minimum of 12 national journals for each division permitted in postgraduate programme in management. The subscription to international journals is desirable.

The study reveals that one-third of the libraries (33.33%) did not fulfil the norms of AICTE with regard to the subscription to national journals and 11.11% of them did not fulfil the desirable requirement with regard to subscription to international journals. The study also reveals that a considerable percentage of users (10.22%)

are dissatisfied with the number of periodicals subscribed. One-third of users (34.46%) are also dissatisfied with abstracting and indexing periodicals, and 32.43% of them replied that the latest issues of periodicals are not available in the library. The library authorities should take necessary steps to subscribe periodicals as per AICTE norms and pay the subscription amount in time so that the latest issues of journals can be obtained in time.

Hence, AICTE and affiliating university concerned should insist the management college authorities on the subscription of periodicals as per the norms of AICTE, so that the users can obtain latest information in their subject concerned.

6.4.3 E-journals

The study indicates that more than three-fourths of the libraries (77.78%) are not subscribing to e-journals. According to AICTE norms, the subscription of e-journals is essential. The libraries shall subscribe to the prescribed publisher packages of e-journals. Hence, the authorities concerned should take steps to subscribe to e-journal packages as per AICTE norms. The subscription of e-journal package as per AICTE norms should be examined by AICTE and affiliating university concerned at the time of permission, affiliation and inspection.

6.4.4 Newspapers subscribed

The study reveals that a few users (6.47%) are dissatisfied with the number of newspapers subscribed. A few users (4.76%) also suggested to subscribe more number of English newspapers. Hence, the library authorities should take necessary steps to subscribe more number of English and regional newspapers as required by the users of management college libraries.

6.4.5 Other types of reading materials

The study reveals that a considerable percentage of the users are dissatisfied with the seminar / conference proceeding (20.84%), research reports/ theses / dissertations / project reports (21.74%), maps / charts (28.68%), audio-visual materials (33.18%), and CDs and DVDs (27.11%). A few users (5.17%) suggested to procure CDs and DVDs. Hence, the library authorities concerned should take necessary steps to develop the collection of different types of reading materials as mentioned above with which the users are dissatisfied.

6.5 Library classification and cataloguing

The following are the recommendations pertaining to library classification and cataloguing.

6.5.1 Library classification

Nearly half of the management college libraries (48.15%) did not classify their books. If

the books are classified, they can be arranged on the shelves systematically and located easily whenever they are required by the users. As per AICTE norms, library books / non-books' classification as per standard classification schemes is essential. Hence, the library authorities concerned should take necessary steps to classify books according to DDC as the majority of management college libraries have been already using DDC.

6.5.2 Library cataloguing

A few users (12.40%) are dissatisfied with the library catalogue. Hence, the library authorities should take necessary steps to improve their library catalogues after assessing the reasons for their dissatisfaction with the library catalogue.

6.6 Library services

The following recommendations have been made with regard to library services.

6.6.1 Circulation service

A few management college libraries (11.11%) are carrying out issue and return of books on a particular day in a week. Hence, the authorities concerned can make necessary provision for issue and return of books on all the working days in a week.

A few users are dissatisfied with loan period of documents (9%), and number of books issues at a time (17.10%). A few users (2.27%)

suggested that loan period of document should be at least 20 days. The users who are dissatisfied with the number of books issued at a time, suggested to issue 4 books (41.43%), and 5 books (58.57%) in addition to the number of books issued at present. Hence, the college authorities should examine the feasibility of extending the loan period of documents and enhancing the number of books issued, and if feasible necessary steps are to be undertaken in this regard.

6.6.1.1 Overdue charges

The study reveals that one-third of management college libraries (33.33%) are not collecting overdue charges from their users for not returning the books within the due date. Hence, the library authorities should take necessary steps to collect overdue charges from the users or suspend their membership for a few days for not returning the books within the due date.

6.6.1.2 Document reservation facility

The majority of libraries (70.37%) are not offering document reservation facility. A considerable percentage of users (26.84%) are dissatisfied with reservation facility. A few users (3.4%) suggested to provide this facility in libraries. Hence to provide an opportunity to all the users to read a book desired by them which is available in the library, this facility is essential. Hence, the authorities concerned should take measures to provide this facility in libraries.

6.6.1.3 Inter-library loan

The study shows that most of the colleges (85.18%) are not offering inter-library loan service. A high percentage of the users (42.10%) are dissatisfied with the inter-library loan. The library authorities should take necessary measures to start this service in case this service has been not started by their libraries already. The college libraries which have already started this service, should take steps to improve this service.

6.6.2 Reprographic service

The study shows that the majority of management college libraries (59.26%) are not offering reprographic service. As per AICTE norm, reprographic facility in the library is essential. Hence, the college authorities concerned should take necessary measures to provide this service for the users in their respective libraries if they have not started already this service.

6.6.3 Other types of services

The study reveals that the majority of management college libraries are not offering bibliographical service (81.48%), Indexing / abstracting service (81.48%), referral service (85.18%), and CAS/SDI service (55.55%). A very few libraries are not offering newspaper clipping service (11.11%). The study also revealed that a few users are dissatisfied with reference service (5.79%), CAS / SDI service (29.56%), newspaper clipping service (12.20%). Hence, the authorities of colleges concerned should take necessary

measures to offer the above services if their libraries have not started already these services in their libraries, and improve these services if they have already started.

6.7 Physical facilities

As per AICTE norms, the minimum carpet area for library and reading room shall be 100 sq. mts. But 7.41% of management college libraries do not have carper area of 100 sq. mts. A few users are dissatisfied with the seating accommodation (6.20%) and ventilation and lighting (3.06%) of their libraries. The study also reveals that the majority of libraries (77.78%) do not have independent buildings. Hence, it is suggested that the college authorities concerned should take necessary steps to provide a minimum carpet area of 100 sq. mts., and adequate seating accommodation in their libraries. They should also take necessary steps to construct independent library buildings with good ventilation and lighting if feasible.

A few users (4.70%) of the library are dissatisfied with library furniture. One-third of the users (33.45%) are dissatisfied with toilet facility. A high percentage of the users (41.83%) are dissatisfied with air conditioning facility. Nearly one-fourth of the users (25.68%) are dissatisfied with drinking water facility.

A few users suggested to provide drinking water facility (13.62%), toilet facility (4.76%) adequate furniture (4.76%) and air conditioning

facility (2.04%). Hence, the authorities concerned should take necessary measures so that the libraries are equipped with adequate comfortable furniture, drinking water facility, and toilet facility. The library authorities can take steps to make their libraries air conditioned for comfortable reading.

The majority of libraries do not have binding equipment (70.37%), reprographic equipment (62.96%), microform readers cum printers (62.96%), book trolleys (81.48%) catalogue cabinet (88.89%) and vacuum cleaners (55.55%). Hence, the authorities of these management colleges should make necessary provision for the above mentioned equipment in their libraries concerned for providing better library services to their users.

Every management college library should have a notice board. Library circulars are to be displayed on the notice board. Employment news and other latest useful information is to be displayed on the notice board.

6.8 Library budget

A few libraries are spending one lakh or less than one lakh on books (18.52%), Rs.50,000 on periodicals (40.74%), Rs.10,000 or less than 10,000 on non-book materials (22.22%). There is need to enhance the budget allocated for reading materials.

Radhakrishnan Commission (1948 – 49) recommended that the universities should spend

6.25 per cent of their budget on the libraries. According to Kothari Commission (1964 – 66), the proportion of amount that should be spent on university library could vary from 6.5 per cent to 10 per cent depending on the stage of development of each university library. A few college librarians (14.81%) suggested that 10% of the college budget should be allocated to its library for meeting the requirements of users. Hence, the authorities concerned should take necessary steps to enhance the budget for their libraries, and if feasible they should allocate 10% of college budget to the library.

6.9 Library staff

Human resource are very important in any organization including libraries. They convert material and financial sources into the desired products and services. Adequate professional staff, semi-professional staff and non-professional staff are necessary to perform the work of the library and provide better service to users. As per the norms of the Medical Council of India, each medical college library should have 12 library staff members. As per the UGC Standing Committee (1980), the staff members required for a college library having enrollment of 500 students and 10,000 volumes are one librarian, one Assistant Librarian one Library Assistant, and three attendants. For every additional enrollment of 500 students, one Library Assistant and one Attendant are to be recruited. For every additional of 10,000 volumes, one Attendant is recruited.

It has been found from the study that on an average each management college library has three staff members. This number of staff members is inadequate to provide better services to the users. In this context, it is suggested that the library authorities concerned should appoint adequate staff members as per the norms of Medical Council of India or UGC Standing Committee.

6.9.1 Scale of Pay of librarians

Most of the librarians (85.18%) are not getting either UGC Scale of Pay or State Government Scale of Pay. They are getting only consolidated pay. A few librarians (14.81%) suggested that UGC pay scales should be provided to the librarians of management college libraries. A significant percentage of them (22.22%) also suggested that salaries for librarians should be on par with the faculty numbers of their colleges. Hence, Government of India, Government of Andhra Pradesh, AICTE, and affiliating university should take necessary steps for providing UGC / State Government Scale of Pay to librarians working in management college libraries so that they can serve the users with more devotion and dedication.

6.9.2 Job satisfaction

Management college libraries are to be managed by fully satisfied library staff members with their jobs to provide better services to the users. The present study reveals that a

considerable per cent of librarians (18.52%) of management college libraries are not satisfied with their present jobs. The authorities of management colleges should examine the reasons for their dissatisfaction and make them happy so that they can work with devotion and dedication.

6.9.3 Professional development of library staff

A significant percentage of users of management college libraries (9.81%) are dissatisfied with the efficiency and behaviour of library staff. A few users (3.81%) suggested that the library staff should cooperate and give respect to them. Hence, the college authorities should take initiatives to develop professional skills among the staff numbers. They should be provided training in ICT skills in their respective libraries or they should be deputed to other libraries where they can get that kind of skills. They should be deputed to attend seminars / conferences / refresher courses in Library and Information Science. They should be encouraged to write books and articles and to become members in professional associations. They should also be informed about LIS professional etiquette. These steps will help the staff members to improve their efficiency and behaviour.

6.10 Stock verification

Stock verification is necessary to know the loss of books and to know about the physical condition of books. It is necessary for audit requirements. The study reveals that stock

verification is carried out in 62.96% of management college libraries every year, 14.82% of them once in two years and 22.22% of them occasionally.

As per the Ministry of Finance O. M No. 23 (7) E II (A) / 83, dated 07. 02. 1984 and CAG's UG No. 1964-TA.II/21-83, dated 23.12.1983, loss of 5 volumes per 1000 volumes issued and / or consulted in a year may be taken as reasonable. The details with regard to the frequency of stock verification based on the library collection, the persons to be involved in stock verification, and the procedure for writing off lost books are given in the above circular. The college authorities should prepare rules for stock verification of their libraries based on the Circular and should adhere to those rules. The college librarians should maintain statistics with regard to the number of books issued for home reading and the books consulted within the library by the users. These statistics are useful in deciding the number of books that can be written off.

6.11 Library statistics

A few libraries (7.41%) are not maintaining library statistics up-to-date. Hence, the authorities of these management colleges should take necessary measures for the maintenance of library statistics up-to-date.

6.12 Suggestion box / complaint box in the library

The majority of the users (57.77%) replied that their college libraries do not have suggestion box / complaint box. Most of them (87.26%) opined that suggestion box / complaint box is necessary in libraries. Provision of suggestion box / complaint box in the library is one of the best practices of the library. As librarians can get feedback and suggestions of users for the improvement of the library through suggestion box / complaint box, the college authorities should take necessary steps to provide suggestion box / complaint box in their respective libraries.

6.13 ICT Infrastructure

The following recommendations have been made with regard to ICT infrastructure.

6.13.1 Library automation

A significant percentage of management college libraries (40.74%) are not automated. Acquisition section is not automated by the majority of libraries (62.5%). Periodical section is not automated by half of the libraries (50%). The majority of the users (72.34%) opined that it is necessary to computerize the various operations of the library. According to AICTE norms, computerized indexing with bar code / RF tagged book handling is essential. Hence, the college authorities concerned should take initiative to computerize the various operations of the library. AICTE and affiliating university also should insist

the college authorities on the computerization of their libraries.

6.13.2 Internet facility

The study reveals that a high percentage of management college librarians (40.74%) replied, their libraries do not have Internet facility. The majority of the users (59.06%) replied that Internet facility is not available in their libraries. A few users (17.02%) made suggestions to provide Internet facility in their respective libraries.

As per AICTE norms, library shall be provided with exclusive computing facility along with LAN and Internet. Hence, the library authorities concerned should take necessary measures to provide Internet facility in their libraries in which this facility is lacking.

6.13.3 Digital Library facility

The study reveals that two-thirds of management college libraries (66.67%) do not have digital libraries. The majority of users (64.17%) also replied that the digital library facility is not available in their respective libraries. A few users (10.21%) made suggestions to establish digital libraries in their college libraries. More than half of the librarians (55.55%) suggested that digital libraries in management college libraries should be established and developed.

As per AICTE norms, digital library facility with multimedia facility is essential. Hence, the library authorities should take necessary measures to develop digital library facility in their libraries for the benefit of students and research scholars. AICTE and affiliating university should insist the authorities of management colleges on the provision of digital library at the time of permission, affiliation and inspection.

6.13.4 Institutional repositories

Management college libraries should develop institutional repositories pertaining to all books and research articles of their respective college staff, project reports/theses/dissertations of their postgraduates and research scholars, and question papers.

6.13.5 Open access books and journals

There are a number of e-books and e-journals freely available on Internet. The management college librarians should download all the relevant e-books and e-journals useful to the users of their respective libraries in consultation with the faculty members and make them available for viewing offline. They should prepare a bibliographical database of these sources for locating them easily by the users.

6.13.6 Open Courseware

Open Courseware is used for publically available materials that are either a part or a

complete course from an educational institution such as university or college. It is a free and open digital publication of high quality educational material developed by experience educators. Through open courseware consortium, open educational resources pertaining to management discipline are available on Internet. NPTEL (National Programme on Technology Enhanced Learning) provides e-learning through online web and video courses not only in Engineering but also in Management.

Hence, management college authorities should appoint an expert committee consisting of faculty members and the librarian to select the relevant open Courseware useful to the students, research scholars and faculty members. The Management college libraries should download the selected open Courseware available on Internet and make it available for viewing offline. The librarian should prepare a bibliographical database of the open courseware selected, for the benefit of users.

6.14 User education programmes

One-third of the management college libraries (33.33%) are not conducting user education programmes. A few users (12.81%) do not have the knowledge in the use of computers and Internet. The majority of the users (55.65%) are not aware of open access journals. Hence, the authorities should take necessary steps to conduct user education programmes to the fresh students at the beginning of the academic year. In these

programme, they should be conveyed about the various information sources, services, and facilities available in their libraries. They should also be educated about the importance of e-journals, types of e-journals, search methods and the techniques for getting required information from e-journals and Internet. Awareness among the users about open access journals available on Internet is to be created during these user education programmes. This programme should be made compulsory for the postgraduate students and research scholars. Further, the library professionals should also be trained regularly to keep abreast of the latest technological developments that took place in the field of library and information science and in ICT to provide better services to the users.

6.15 Best practices for college libraries

National Assessment and Accreditation Council, UGC (India) has developed the following best practices for college libraries:

- Computerization of library with standard software;
- Inclusion of sufficient information about the library in the college prospectus;
- Compiling students / faculty members' statistics;
- Displaying newspaper clipping and periodical maintenance of clipping file;
- Career / employment information services;
- Internet facility to different user groups;
- Information literacy programmes;
- Suggestion box;

- Displaying new arrivals;
- Conduct of book exhibitions on different occasions;
- Organizing competitions annually; and
- Conduct of user surveys periodically.

In addition to them the following also can be considered as best practices:

- Making of a path Finder to the library;
- Keeping the library premises neat and clean;
- Compiling a list of current serials / catalogue of journals;
- Updating and maintaining library website;
- Maintaining useful statistics regarding the use of the library and displaying them on the library walls;
- Compiling checklists on different subjects / topics as a part of documentation service;
- Library committee formation; and
- Distribution of useful handouts.

Hence, it is suggested that all the management college libraries should implement these best practices in case they have not implemented so far, for providing better services to the users and to maximize the use of library collection.

Hence, the Government of India, State Government and AICTE should raise the quality of education in management by taking appropriate measures to improve the facilities and services in management college libraries.

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