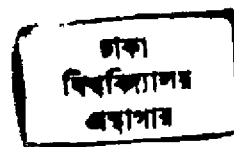


**Marketing of Information Products and  
Services: A study on Some Selected  
Special Libraries in Bangladesh**

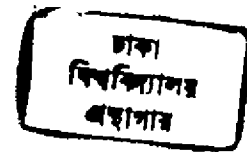


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**Marketing of Information Products and  
Services: A study on Some Selected  
Special Libraries in Bangladesh**

**Thesis submitted to the University of Dhaka for the  
Degree of Doctor of Philosophy in Information  
Science and Library Management**



**Md. Nasir Uddin Munshi**



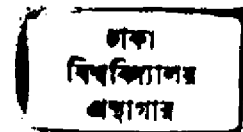
400901

**Department of Information Science and Library Management  
University of Dhaka  
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**May 2003**

*To my parents, my wife Rahima  
&  
Reshad, my son*

400901



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## Certificate

This is to certify that the thesis entitled "**Marketing of Information Products and Services: A Study on Some Selected Special Libraries in Bangladesh**" submitted by **Md. Nasir Uddin Munshi** for the Degree of Doctor of Philosophy is a bonafide record of research done by him under our supervision and that this thesis has not formed the basis for the award to the candidate of any Degree, Diploma, Associateship, Fellowship or other similar title.

*Haripada Bhattacharjee*

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Supervisor

*S. M. Mannan*

2. Professor S. M. Mannan  
Co-Supervisor

## Declaration

I hereby declare that this thesis entitled "**Marketing of Information Products and Services: A Study on Some Selected Special Libraries in Bangladesh**" is the result of investigation for the Degree of Doctor of Philosophy in Information Science and Library Management, University of Dhaka. The entire research work was carried out by me under the guidance and supervision of **Dr. Haripada Bhattacharjee**, Professor, Department of Marketing, University of Dhaka and **Dr. S. M. Mannan**, Professor, Department of Information Science and Library Management, University of Dhaka.

I further submit that this thesis has not been previously submitted in partial or in full by me for any Degree or Diploma to any University or Institution.

Dhaka  
05.05.2003



**Md. Nasir Uddin Munshi**

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**Md. Nasir Uddin Munshi**

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## **List of Abbreviations/Acronyms**

AACR	- Anglo American Cataloguing Rules
AD	- Anno Domini
AGRIS	- International Information System for the Agricultural Sciences and Technology
AIC	- Agricultural Information Centre
ALA	- American Library Association
AVM	- Audio-Visual Materials
B2B	- Business-to-Business
BAEC	- Bangladesh Atomic Energy Commission
BALICAS	- Bangladesh Integrated Library and Information Centre Automation Service
BANBEIS	- Bangladesh Bureau of Educational Information and Statistics
BANSDOC	- Bangladesh National Scientific and Technical Documentation Centre
BARC	- Bangladesh Agricultural Research Council
BARD	- Bangladesh Academy for Rural Development
BASLIBNET	- Bangladesh Academic and Special Library Network
BAU	- Bangladesh Agricultural University
BAUL	- Bangladesh Agricultural University Library
BC	- Before Christ
BCS	- Bangladesh Civil Service
BCSIR	- Bangladesh Council for Scientific and Industrial Research
BIBM	- Bangladesh Institute of Bank Management
BIDE	- Bangladesh Institute of Development Economics
BIDS	- Bangladesh Institute of Development Studies
BIDS-LDC	- Bangladesh Institute of Development Studies- Library and Documentation Centre
BISS	- Bangladesh International Institute of Strategic Study
BINA	- Bangladesh Institute of Nuclear Agriculture

- BIRDEM - Bangladesh Institute of Research and Rehabilitation in Diabetes, Endocrine and Metabolic Disorders
- BLDSC - British Library Document Supply Centre
- BLRI - Bangladesh Livestock Research Institute
- BMA - British Medical Association
- BMDC - Bangladesh Management Development Centre
- BMRA - British Market Research Association
- BPATC - Bangladesh Public Administration Training Centre
- BRAC - Bangladesh Rural Advancement Committee
- BUET - Bangladesh University of Engineering and Technology
- CABI - Commonwealth Agricultural Bureau International
- CARIS - Current Agricultural Research & Information System
- CAS - Current Awareness Services
- CC - Colon Classification
- CDL - Community Development Library
- CD-ROM - Compact Disc- Read Only Memory
- CDS/ISIS - Computerized Documentation Systems/Integrated Set of Information Systems
- CIRDAP - Centre on Integrated Rural Development for Asia and the Pacific
- CSF - Critical Success Factors
- DCCI - Dhaka Chamber of Commerce and Industry
- DDC - Dewey Decimal Classification
- DDOC - Database on Documents and Reprints
- DEVINSA - Development Information in South Asia
- DISC - Dissemination and Information Services Centre
- DMB - Digester Management Bureau
- DMONO - Database on Books and Monographs
- DPUB - Database on Publications
- EC - European Commission
- EPO - European Patent Office
- ERDOC - Economic Relations Divisions' Documentation Centre
- FAO - Food and Agriculture Organization

FDT	- Field Definition Table
FID	- Federation of International Documentation
FRI	- Fisheries Research Institute
FST	- Field Select Table
HeLLIS	- Health Literature, Library and Information Services
IBA	- Institute of Business Administration
ICDDR,B	- International Centre for Diarrhoeal Disease Research, Bangladesh
IFLA	- International Federation of Library Associations and Institutions
IIB	- Information in Business
IMKIS	- Intelligent Marketing Information System
IMO	- Information market Observatory
INSDOC	- Indian National Scientific Documentation Centre
IPGMR	- Institute of Post-graduate Medicine and Research
ISO	- International Standard Organization
ISTIC	- Institute of Scientific and Technical Information of China
JHPN	- Journal of Health, Population and Nutrition
ISWR	- Institute of Social Welfare and Research
IT	- Information Technology
JDDR	- Journal of Diarrhoeal Diseases Research
LC	- Library of Congress
LDC	- Library and Documentation Centre
LIS	- Library and Information Science
LIS	- Library and Information Services
LISA	- Library and Information Science Abstract
LISU	- Library and Information Statistics Unit
MEDLINE	- MEDLARS On-line (Medical Literature on-line)
MkIS	- Marketing Information Systems
MPO	- Monthly Pay Order
MSI	- Marketing Strategies for Industry
NACSIS	- National Centre for Science Information Systems
NAEM	- National Academy for Education Management
NAIS	- National Agricultural Information System



NARS	- National Agricultural Research System
NASTIP	- National Science and Technology Information Policy
NGO	- Non-government Organization
NHLDC	- National Health Library and Documentation Centre
NILG	- National Institute of Local Government
NIPORT	- National Institute of Population Research and Training
NIPSOM	- National Institute of Preventive & Social Medicine
NLA	- National Library of Australia
NNIC	- National Neurosciences Information Centre
OPAC	- Online Public Access Catalogue
PANSDOC	- Pakistan National Scientific and Technical Documentation Centre
PG	- Post Graduate
PIB	- Press Institute of Bangladesh
PICT	- Program on Information and Communication Technologies
POPLINE	- Population Literature On-line
POS	- Point of States
R&D	- Research & Development
RAS	- Russian Academy of Sciences
RDA	- Rural Development Academy
RINSCA	- Regional Informatics Network for South and Central Asia
SAARC	- South Asian Association for Regional Co-operation
SAIC	- SAARC Agricultural Information Centre
SDC	- SAARC Documentation Centre
SDI	- Selective Dissemination of Information
SIC	- Standard Industrial Classification
SINTO	- Sheffield Based Information Network
SLA	- Special Libraries Association
STIC	- Science and Technological Information Centre
SUL	- Shahjalal University Library
SWOT	- Strength Weakness Opportunity and Threat
UDC	- Universal Decimal Classification

- UG - Under Graduate
- UK - United Kingdom
- UMDL - University of Michigan Digital Library
- UN - United Nations
- UNESCO - United Nation Educational, Scientific and Cultural  
Organization
- UNICEF - United Nations International Children's Educational Fund
- USA - United States of America
- WHO - World Health Organization
- WWW - World Wide Web

# **Chapter 1**

## **Introduction and Methodology**

# **Chapter 1**

## **Introduction and Methodology**

### **Introduction**

#### **Background of the Study**

In the present age of information technology, libraries and information centers have become profit-making organizations due to adoption of new technological advances and innovations, and changing nature of their information storage, processing, retrieval and services. Instead of the user approaching for information services in the libraries or information centers, the information must reach the user's place of work; whether it is a classroom, the research laboratory, the home or any other place of activity in any field of life. Recently, the cost-effective information is to be provided by the special and some academic libraries as a service for application of modern principles of marketing management.

Marketing management is the analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchange with the target clientele for the purpose of achieving organizational objectives. Keeping this in view, the modern special libraries and information centers have set up a full-fledged division of Marketing and Users Services to keep the users community constantly with the latest information on new services by publicity

and advertising materials and participating in various exhibitions, fairs, etc.

Before 1970, the concept of marketing was confined almost exclusively to organizations supplying products rather than services. Although the idea of applying marketing principles to library activity was realized by S. R. Ranganathan in 1930s himself and on the basis of which the Five Laws of Library Science were formulated by him (Mandal, Poddar & Choudhury, 1998). Over the last few years, a number of information services have been experimenting with modern marketing methods or at least in certain aspects of marketing such as advertising and public relations. The marketing approach may profoundly modify the perspective of information products and services just as it transformed the business world some years ago. The application of information technology (IT) based marketing approach in information products and services would be quite radical and dynamic as it forces the organization to the competitive business world. Marketing of information activity, of course, involves user need analysis, definition of user segments, analysis of the available products, definition of differentiated products, matching the user profiles with product profile, identifying tools and techniques of trade, creating suitable publicity/marketable products, and defining out reach areas and levels. Now-a-days, marketing acts as a driving force in achieving quality library and information products and services and maximizing users' satisfactions at the minimum producing and delivery cost. A market orientation program that promote the use of information products and services in libraries need to be instituted in order to create superior values to users by increasing benefit relating to the cost of information products and services. This fact is more important in case of special libraries. This study is an attempt to

assess how the special libraries in Bangladesh do apply the marketing orientation to create superior values to users.

The special libraries and information centers in Bangladesh have been reflected as social and non-profit service oriented organizations providing information to their members from a long time past. Their traditional functions include selection, acquisition, storage, processing, circulation and reference. Over a period of time, due to change in the nature of demands by the users, libraries have extended their functions to include documentation and document delivery systems. The libraries have also been initiated to make them as profit making organizations providing better information products and services to users. It may be noted that many functions in a library or information center in Bangladesh are back office functions. Only a limited member of the staff interacts with users and that too, mostly at the initiative of the users themselves. There would be hardly any library or information center where there is a function or section called marketing. In fact, the special libraries and information centers essentially need to perform the marketing functions and activities for making them as profit-making organizations.

In the recent time, the cost-effective information is to be provided by the special and some academic libraries as a service for application of modern principles of marketing management. But the concept of marketing of information products and services in Bangladesh can be said to be still in infancy. In a recent survey conducted on some leading special libraries in Bangladesh regarding their present status of marketing activities of information products and services, it was observed that most of the special libraries have not been performing any marketing functions and activities. Very recently, a few number of

special libraries (BANSDOC, DISC of ICDDR,B, CIRDAP Library, CDL, BIDS Library, SAIC, AIC, etc.) have started marketing activities in their library operations and services with a very limited scale.

### **Objectives of the Study**

The present study is an attempt to assess the performance of marketing of information products and services and their impact on special libraries in Bangladesh. The specific objectives of the study are:

- ↳ To identify the trend of the present scenario of library and information services in Bangladesh with special reference to special and specialized academic libraries;
- ↳ To identify the present status of library's information products and services and their marketing strategies and techniques in Bangladesh;
- ↳ To measure the attitudes of librarians and information scientists towards marketing of information products and services in Bangladesh;
- ↳ To examine the availability of infrastructural facilities, software, hardware, humanware, finance and other components required for developing an effective information system for profit-making functions and activities in special libraries of Bangladesh;
- ↳ To identify the information needs and information seeking behaviour of academic community, scientists, specialists, researchers and administrators of the organizations and from outside the organizations;

- ↳ To examine the motivating factors for introducing marketing strategy and techniques in library and information products and services effectively;
- ↳ To study the nature of attitudes of library professionals with personal attributes, psychological and environmental factors for introducing marketing techniques in library services;
- ↳ To propose a model plan for marketing of information products and services for special libraries in Bangladesh.

### **Scope of the Study**

Marketing in the present day's context is acquiring, displaying, storing and selling the right type of information to the right type of users at appropriate time. The importance and necessity of marketing of information products and services have already been realized by the special libraries in Bangladesh and they have also been initiated to make them as profit-making organizations in providing better information services to users. For undertaking a national level library's information products and services policy it is imperative to assess the varied and complex data and information needs of the nation. The present study concentrates on a review of the following issues:

- ↳ Available literature on marketing of information products and services;
- ↳ Status of special libraries and information centers in Bangladesh;
- ↳ Present status of marketing of information products and services of special libraries in Bangladesh;



- ↳ Survey of some selected special libraries and information centers and library users in Bangladesh;
- ↳ A model plan for marketing of information products and services for special libraries in Bangladesh based on survey results, literature review and other considerations; and
- ↳ Recommendations for smooth operation of the proposed plan for marketing of library's information products and services.

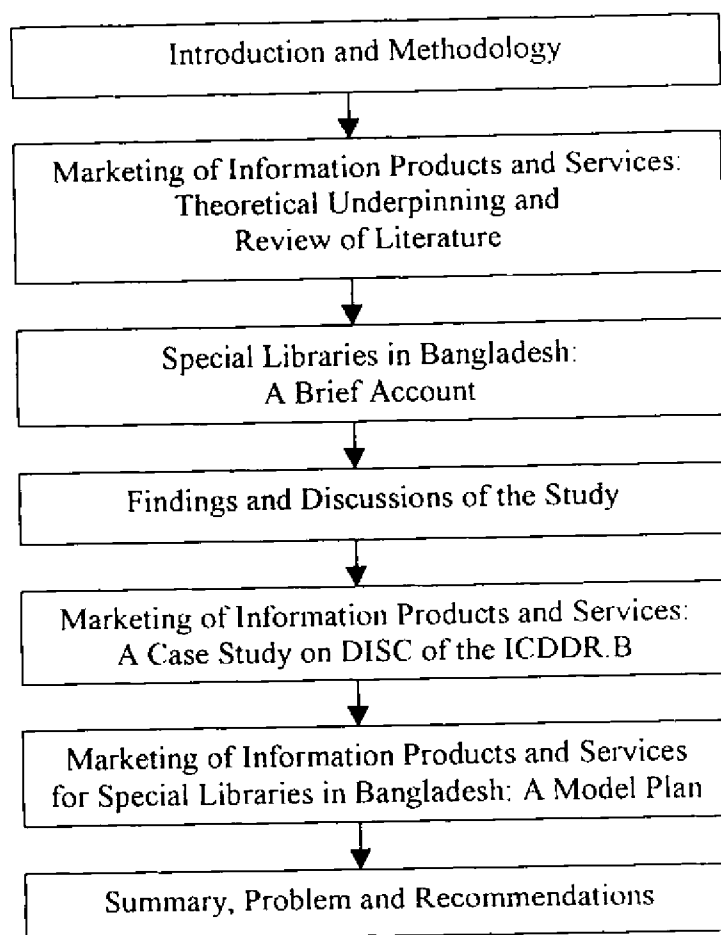
## **Methodology of the Study**

### **Nature of the Study**

The study is basically an exploratory in nature. Generally exploratory study is conducted only when little or no research has been carried out by any scholar.<sup>1</sup> Furthermore exploratory study helps in formulating appropriate hypothesis that is generally tested in conclusive study prepared based absolutely on published secondary data.

**Design of the Study:** A schematic diagram is presented below indicating the steps followed in carrying out the present study.

**Figure – 1.1: Design of the Study Plan**



### **Sample Design**

- A.** For ensuring representativeness from different types of special libraries (sciences, social sciences, agricultural sciences, medical sciences, technology as well as community development libraries) and considering the functions, activities, operations, services and usefulness to the users, forty (40) leading special libraries of the

country were selected using a stratified simple random technique. The name of libraries, year of establishment, and location are presented in table 2.

**Table – 1.1: Name of the Sample Libraries and Information Centers**

Sl. No.	Name of the Library	Year of Establishment	Location
1	BANSDOC	1972	Dhaka
2	DISC of ICDDR,B	1978	Dhaka
3	NHLDC	1974	Dhaka
4	AIC	1988	Dhaka
5	SAIC	1991	Dhaka
6	BIDS - LDC	1974	Dhaka
7	BANBEIS Library	1977	Dhaka
8	BCSIR Library	1956	Dhaka
9	CIRDAP Library	1979	Dhaka
10	BUET Library	1962	Dhaka
11	Shahjalal university Library	1991	Sylhet
12	BAU Library	1961	Mymensingh
13	BIRDEM Library	1975	Dhaka
14	IPGMR Library	1965	Dhaka
15	BCS Admin Academy Library	1987	Dhaka
16	Community Development Library	1980	Dhaka
17	NIPORT Library	1977	Dhaka
18	Bangladesh Bank Library	1962	Dhaka
19	BARD Library	1959	Comilla
20	NILG Library	1969	Dhaka
21	ERDOC	1985	Dhaka

Table- 1.1 Contd.

Sl. No.	Name of the Library	Year of Establishment	Location
22	BIISS Library & Doc. Center	1977	Dhaka
23	Dept. of Environment - LDC	1979	Dhaka
24	BAEC Library	1964	Dhaka
25	NGO Forum Library	1987	Dhaka
26	IBA Library	1966	Dhaka
27	ISWR Library	1973	Dhaka
28	BPATC Library	1984	Dhaka
29	BLRI Library	1987	Dhaka
30	BINA Library	1972	Mymensingh
31	DCC Library	1958	Dhaka
32	NAEM Library	1959	Dhaka
33	BRAC Library	1984	Dhaka
34	NIPSOM Library	1977	Dhaka
35	FRI Library & Doc. Center	1988	Mymensingh
36	PIB Library	1976	Dhaka
37	DMB Library	1993	Dhaka
38	RDA Library	--	Bogra
39	BIBM Library	--	Dhaka
40	Grameen Trust Library	--	Dhaka

B. Two hundred (200) sample library users from different sections of the society like students, teachers, researchers, scientists, traders, administrators, government officials and other categories have been interviewed through a semi-structured questionnaire. Users were selected applying judgemental sampling technique.

### **Data collection instruments**

Based on the review of literature, two sets of structured questionnaire have been designed to collect information: one was prepared for the survey of the sample special libraries and other for the interview of the library users. Both the questionnaires were duly pre-tested and finally structured keeping in view the objectives of the study.

### **Variables of the Study**

Based on the analysis of the general and specific objectives of the present study eleven broad categories of variables for special libraries and twenty-seven specific variables for users were identified.

The variables and indicators emerging out of the questionnaire for special libraries and information centers and the library users have been shown in Tables 1.2 and 1.3 respectively:

**Table - 1.2: Variables and Indicators (Special Libraries)**

<b>Type of Variable(s)</b>	<b>Indicators</b>
Institutional Information	Name of the library or information centers, year of establishment, address, type of library, parent body, name of the interviewer, qualification and position of head, library membership, managing committee, service mechanism, library statistics, library staff position, etc.
Collection(s)	Manuscripts, books, periodicals, thesis, audio-visual materials, microforms, computer readable tools, reports, proceedings, rating the present collections, journals being subscribed – inland and foreign, growth of collection during last five years, list the subject areas of stronger collection.
Library Users	Teachers, students, researchers, scientists, government officials and others, users' attitudes toward the library.
Infrastructural Facilities	Hardware – computer hardware, scanner, reprographic equipment, audiovisual equipment and others, name of software used, opinion about the existing facilities.
Information Products and Services	Library's information products – current bulletin, subject bibliography, directory, newsletter, indexing/abstracting journals, periodical holding list etc. and the library's information services – reference and referral services, CAS and SDI services, indexing and abstracting services, reprographic services, computer and inter-library loan services.
Acquisition	Book/monograph purchasing methods – inviting quotation, appointing vendors, from local book stall and methods of periodical subscription – through agents, direct from publishers and others.
Processing	Use of classification scheme for processing library materials – DDC, UDC, LCC, CC and use of cataloguing codes – ALA, ALA '49, AACR – 1, AACR – 2 and other codes.

Table- 1.2 Contd.

<b>Type of Variable(s)</b>	<b>Indicators</b>
Information Technology and Services	Initiation of computerization, automated operation – acquisition, cataloguing, serials control, circulation; name of databases available, CD-ROM databases; and the services and facilities provided by the library – internet search, email facilities, document scanning, print facilities and others.
Inter-library Loan Services	Average book loan in weeks, knowing demand of users – by letters, by telephone, by persons and whether the users are interested for information available in other libraries.
Library Networking	Participation of the library in resource sharing networks – local, national, regional, international or none and the importance of networking of libraries in Bangladesh.
Finance and Budgeting	Library expenditure for last five years (1997-98 to 2001-02), sources of finance for the library – international, government, parent body, UGC and others.
Marketing Programs	Library's core strategy, marketing of library resources, annual marketing plan, periodic studies for marketing programs, marketing information systems, staff assigned for marketing activities, need for staff training for marketing programs, understanding the techniques by library staff and techniques of publicity of library products and services.

**Table – 1.3: Variables and indicators (users)**

<b>Types of Variable(s)</b>	<b>Indicators</b>
User Profile	Name, age, academic qualification, institute attached, occupation and field of specialization.
Use of Library	Purpose of library visit – reading general books, for research purpose, searching periodical articles, use of IT, using AVM and the information frequently looking for–reference materials, current information, conference or seminar proceedings, periodicals, text books and awareness of indexing and abstracting.
Information Services	Need of information services on priority basis – CAS and SDI, reference and referral, bibliographic, indexing and abstracting, reprographic, inter-library loan, audio - visual, translation and internet services.
Ranking of Services	Parameters of ranking the level of satisfaction and dissatisfaction – fully satisfied, satisfied, marginally satisfied, fully dissatisfied and no comment; all kinds of library and information services.
User Awareness	Techniques of awareness about the new arrivals of the library– through friends, through library staff, through professionals, through technical meetings, and others.
Problems Identified	Insufficient reading resources, lack of proper information services, insufficient infrastructure, inconvenient working hours, resources arrangement problems, staff behaviour, insufficient IT facilities and inadequate cleanliness.



## **Data Collection Method**

For the purpose of authenticity and reliability of data, personal interview method was applied to collect relevant data and information through a semi structured questionnaire.

### **a. Library and Information Center**

The librarians and information professionals of the selected forty (40) special libraries and information centers were interviewed carefully with the structured questionnaires. The sample was divided into two categories, e.g. (i) special libraries and information centers and (ii) specialized academic libraries. Out of 40 samples libraries, 34 were special libraries and information centers and the remaining 6 were specialized academic libraries.

### **b. Sample Users**

Two hundred structured questionnaires were distributed among the different category of library users. The questionnaire was distributed to different libraries by applying judgemental sampling technique. In this study users include students, teachers, researchers, scientists, administrators, government officials and others from various organizations of the country. However, one hundred eighty-two (182) questionnaires were received after filled up by the users, which have been tabulated, analyzed and resulted.

## **Data Processing and Analysis**

The data collected from the two sets of questionnaires of this study were duly edited to verify and analyzed to fulfil the stated objectives. All the questionnaires were duly coded after editing for computer input. The steps followed in the process of data input are:

- ↪ Conducting validation checks to ensure that data have been correctly entered into the computer; and
- ↪ Preparation of output tables.

The SPSS statistical package was used to enter, edit, analyze and interpret the data.

### **Implementation**

The study was implemented in four steps:

- Step – I: Reviewing of all relevant literatures, preparation of reading list/bibliography for background study;
- Step – II: Designing and testing of questionnaires, sample design, data collection, data analysis and presentation;
- Step – III: Presenting the existing status of marketing of information products and services in Bangladesh; and
- Step – IV: Developing a model plan for marketing of information products and services for special libraries and information centers in Bangladesh.

## Organization of the Study

The text of the dissertation has been designed as a logical progression in the following eight major chapters including preliminaries and appendices.

**Chapter 1** introduces the background of the study, objectives, scope and importance, methodology applied to the study, implementation and designing the text.

**Chapter 2** presents the review of the literature related to the study.

**Chapter 3** contains the general overview of the special libraries and information centers, growth and development in the world as well as Bangladesh, major special libraries and information centers in Bangladesh and their present status.

**Chapter 4** describes the sample and the various statistical tools and techniques, data processing, analysis, presentation, interpretation along with results and discussions.

**Chapter 5** discusses the marketing strategy and techniques applied by the DISC of ICDDR,B, services and facilities for users, revenue collection systems, training programs, etc.

**Chapter 6** designs a model plan for marketing of information products and services for the special libraries in Bangladesh.

**Chapter 7** provides the summary of major problems. It also offers suggestions and recommendations for marketing of information products and services for the special libraries and information centers of Bangladesh on the light of major findings.

## **Chapter 2**

### **Marketing of Information Products and Services: Theoretical Underpinning and Review of Literature**

## Chapter 2

### **Marketing of Information Products and Services: Theoretical Underpinning and Review of Literature**

#### **Introduction**

Marketing has been one of the world's oldest professions. 'The enigma of marketing is that is one of man's oldest activities and yet it is regarded as the most recent of the business disciplines' (Baker, 1995). Of course, the formal study of marketing started only in the 1920s. Starting from the barter stage, it has passed through the different stages like money as common medium for exchange, industrial revolution resulting in transitions from seller's to buyer's market. Perhaps, one can be successful in marketing by giving the customer what he wants at the right price and by making it available at the right place and at the right quantity. In essence, marketing covers all those activities involved in providing customer satisfaction and making a profit for the manufacturer who makes use of available resources to the maximum. Marketing starts with the customer – what he wants to have and ends with the customer getting what he wants. Some important definitions of marketing are as given below:

“Marketing is the process of determining consumer demand for a product or service, motivating its sale and distributing it into ultimate consumption at a profit” (Brech, 1954).

“Marketing is not only much broader than selling; it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of its final result, that is, from the customer’s point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise.” (Drucker, 1954).

“Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user.

- Marketing is the creation of time, place and possession utilities.
- Marketing moves goods from place to place, stores them, and effects changes in ownership by buying and selling them.
- Marketing consists of the activities of buying, selling, transporting and storing goods.
- Marketing includes those business activities involved in the flow of goods and services between producers and consumers.” (Converse, Huegy & Mitchell, 1965).

“Marketing is the process whereby society, to supply its consumption needs, evolves distributive systems composed of participants, who, interacting under constraints – technical (economic) and ethical (social) – create the transactions or flows which resolve market separations and result in exchange and consumption” (Bartels, 1968).

“Marketing is the set of human activities directed at facilitating and consummating exchanges” (Kotler, 1972).

“Marketing is concerned with the creation and maintenance of mutually satisfying exchange relationships” (Baker, 1976).

“Marketing is the business function that identifies current unfilled needs and wants, defines and measures their magnitude, determines which target markets the organization can best serve, and decides on appropriate products, services, and programs to serve these markets. Thus marketing serves as the link between a society’s needs and its pattern of industrial response” (Kotler, 1988).

“Marketing is both a set of activities performed by organizations and a social process. In other words, marketing exists at both the micro and macro levels. Micro marketing is the performance of activities, which seek to accomplish an organization’s objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client. Macro marketing is a social process which directs an economy’s flow of goods and services from producers to consumers in a way which effectively matches supply and demand and accomplishes the objectives of society” (McCarthy & Perreault, 1994).

“Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals” (American Marketing Association, 1969).

“Marketing is the management process responsible for identifying, anticipating and satisfying consumer’s requirements profitably” (Chartered Institute of Marketing).

“Marketing, however, has no recognized central theoretical basis such as exists for many other disciplines, notably the physical sciences and, in some cases, the behavioral sciences” (Halbert, 1965).

“The analysis, planning, implementation and control of programs designed to bring about desired exchange with target customers for the purpose of personal or mutual gain. It relies heavily on the adaptation and coordination of product, price, promotion and place of achieving effective response” (Kotler & Andreasen, 1995).

From the above definitions, we can identify several important features of marketing:

- ➔ it is an exchange function
- ➔ it's aim is to satisfy customers/users
- ➔ it is a managerial process
- ➔ it stresses on quality of products and services
- ➔ it analyzes the feedback process of users' satisfaction
- ➔ it emphasizes the satisfaction of user's requirements profitably
- ➔ it exists at both the micro and macro levels
- ➔ it serves as the link between a society's needs and its pattern of institutional response
- ➔ it is concerned with the creation and maintenance of mutually satisfying exchange relationships
- ➔ it includes the flow of goods and services between producers and consumers
- ➔ it's overall goal is to maximize revenue through user's satisfaction.



## **Concept of Marketing as Applied to Library and Information Service**

Libraries and Information s were deemed to be conservative non-profit organizations with their traditional activities restricted to the demands of their users. But, this outlook seems to be changing due to the challenge of change — social, technological, economic and political changes on the one side, and the pressure for accountability and the emergence of enterprise culture on the other. Instead of the user approaching for services in the library and information s, the information must reach the user's place of work – whether it is a classroom, the research laboratory, the home, or any other place of activity in any field of life. This situation has also changed in the present times due to various external and environmental pressures like change of government policies in financial accountability, and external fund generation (Mandal, Poddar & Choudhury, 1998). Now, libraries and information s have become profit-making organizations due to adoption of new technological advances and innovations, and changing nature of their information storage, retrieval and services.

In the recent time, the cost-effective information is to be provided by the special and some academic libraries as a service for application of modern principles of marketing management. Keeping this in view, the modern libraries and information centers of the developed countries have set up a full-fledged Division of Marketing and Users Services to keep the users community constantly with the latest information on new services by publicity and advertising materials and participating in various exhibitions, fairs, etc.

Marketing of information product means acquiring, displaying, storing and selling the right type of information (products) to the right type of

users (costumers) at appropriate time (Chakrabarti, 1985). In other words, information available in libraries should be need based, and in a suitable medium capable of being retrieved to the user's satisfaction. Thus marketing techniques-surveys, publicity, extension services, etc. play a vital role for identification of user-needs and in acquisition and dissemination of information. Every marketing effort must (a) acquire (products) resources for use, (b) make available in a suitable location saving the time of reader (place)- either by decentralization or mobile type of information vehicles, (c) publicize of its products to create demand and satisfy needs of majority of its users, by exhibiting its resources and providing a conducive atmosphere for use, (d) at no cost (price) or at minimal price, thereby, in the ultimate analysis, providing every book its reader and every reader his/her book (Taher, 1997).

There are four key business concepts that provide the basis for marketing thought and action in the nonprofit environment which are considered by Shapiro (1981). These are:

1. The *self-interest* aspect of the transaction or exchange, in which both the buyer and the seller believe they are receiving greater value than they are giving up;
2. The *marketing task*, which stresses the importance of satisfying customer needs;
3. The *marketing mix*, the elements of which are the tools that marketers use, such as advertising and public relations, channels of distribution, pricing and product policies; and
4. The idea of *distinctive competence*, in which the company concentrates on what it does best because doing so, maximizes profits.

These four marketing concepts are closely related. Self-interest forces the consumer to search out the best way to fulfill his needs and the organization to search out the most efficient way to satisfy the consumer. Thus the marketing task is based on the idea of a transaction. The marketing mix merely enumerates the tools the marketer has for satisfying the consumer. And distinctive competence makes sense because any company/organization, with its limited competence and resources, can most profitably serve only those consumer needs that it can most efficiently serve.

Before 1970, it was true the concept of marketing was confined almost exclusively to organizations supplying products rather than services. Information specialists have always been concerned and particularly in the last few decades about their possible impact on the public. It was therefore only natural that information specialists should eventually develop an interest in the marketing of their library and information services. The first publications directly linking marketing with information services date from the beginning of the 1970s. Though, the genesis for this type of conceptual and applied activity occurred in a 1965 statement by the marketing faculty of Ohio State University (Mandal, Poddar & Choudhury, 1998), which states that the marketing “is a process in a society by which the demand structure of economic goods and services are anticipated or enlarged and satisfied through the conception, promotion, exchange and physical distribution of such goods and services.”

But the idea of applying marketing principles to library activity was realized by Ranganathan in 1930s himself and on the basis of which the Five Laws of Library Science were formulated by him. In North America, it seems that the libraries – particularly public libraries were

the first to realize that marketing could provide an answer to these concerns about the use of services, to judge at least from the earliest publications on the marketing of information. In Europe, however, a concern with marketing philosophy seems to have manifested itself initially in documentation s. Thus, over the last few years, a number of information services have been experimenting with modern marketing methods or at least in certain aspects of marketing such as advertising and public relations. The marketing approach may profoundly modify the perspective of information services just as it transformed the business world some years past. Thus, the implication of the marketing approach in information services would be quite radical and dynamic (INSDOC, 1991).

Marketing of information in generic sense includes exhibiting the samples of marketable products, selling the idea and potentiality of these products, using market managers who can understand any attitude and behavior of the consumers. Information marketing also requires product differentiation and market segmentation. Product differentiation in library refers to evaluating the different information carriers ('books') in relation to user's need. Market segmentation relates to the repacking of products suiting the user's tastes, needs, behavior and attitudes towards information. This means documents and users need to be grouped in homogeneous categories to achieve maximum efficiency. Further, information marketing also requires user-need research and user-education strategies. Decision on library use deserves consideration:

1. The background of the user in relation to how the user conceives the idea of desired information;
2. The recognition or verbal expression of the information offered by the library; and

### 3. The level and degree of satisfaction user gets (Taher, 1997).

In short, marketing of information activity involves user need analysis, definition of user segments, analysis of the available products, definition of differentiated products, matching the user profiles with product profiles, identifying tools and techniques of trade, creating suitable publicity/marketable products, and defining out reach areas and levels.

Information services in the public sector may be either profit making or non-profit making organs. Most information services however, belong to the second category. The organization in this category are increasingly adopting a marketing approach, in particular, because of the social and economic pressures that compel them to rationalize their management and even to charge for some of their services and also the response to the recent appearance of other charging information services which has had the effect of establishing their activities. In the present day, the change of government policies in financial accountability and external fund generation, has forced the non-profit making organizations also to diversify their activities from traditional information services to modern information services, which are cost-effective so as to put them in self-sufficient over a period of time.

The marketing of information services is perhaps best described as being in an immature stage of development as compared with most industrial goods. By categorizing library and information services as 'industrial', we mean to distinguish them from the general class of consumer products. Factors which characterize the difficulties of marketing library and information services are (Encyclopedia of Lib. & Inf. Science, 1980): (1) the relatively low level of knowledge and lack of

agreement on user requirements, wants, and needs; (2) the subsidized or non-market environment in which most scientific and technical information products and services are used; the virtual impossibility of estimating the value contributed by information products and services to the efficiency and conduct of research and development and the advancement of scholarly pursuits; and (4) the general economic un-sophistication of those, mostly schooled in the humanities and the non-market oriented library school environment, who purchase information products and services.

In the information-using and information-producing environment, the marketing process starts with observations or hypotheses based on an evaluation of user needs and demands; from such studies, the information product supplier must arrive at decisions as to the types and specifications of products that fulfill the needs; decisions on concept, design, format, and probable costs; evaluation of the composition and size of the market; methods of promoting and pricing the service; choice of distribution channels; procedures for training of field sales force, intermediaries, and ultimate users of the service; and estimation of revenues and profits. It is evident that most such marketing activities must precede the actual production phase by months or even years. 'Marketing', therefore, is a comprehensive, generic term dedicated to all the processes and interactions resulting in both satisfaction of users' needs and the information firm's requirement for profitable, growing revenues over the long term. In the case of the non-profit information firm, the marketing aims may be the same; the difference arises in the difficulty of applying objectives measures for measuring the 'success' of the non-profit venture (Encyclopedia of Lib. & Inf. Science, 1980).

To achieve the business objectives marketing includes a number of activities. These are as follows (Sirkin, 1991):

- Identification of customers/users and their needs;
- Identification of market groups and segmentations;
- Pricing the products or services;
- Communicating with the market place about the availability of products or services etc.

From the users point of view marketing of information product can be divided into three aspects (Launo, 1993):

Unfermented marketing: the same service for all;

Selective marketing: different services for different segments;

Focused marketing: service for one or two segments only.

The information manager/librarian has to consider certain points while introducing the concept of marketing in library and information centers such as:

- a. Library goals and objectives;
- b. Target users (e.g., scientists, social scientists, specialists, etc.);
- c. Users/customers preferences and their future needs;
- d. Market potentiality i.e., to absorb a particular kind of product/service;
- e. Skilled and trained manpower;
- f. Product design, its currency, quality and standard, access system, presentation and delivery;
- g. Pricing of services/products; and
- h. Sales forecasting about the market environment (Kumar & Lohia, 1998).

In other words, marketing approach consists of identification of the target customers or users groups, determination of their need, designing of the services/products to the user needs at a fair price, choosing the right type of distribution channels after necessary promotional or advertising capacity, feedback and evaluation of products and services.

### **Review of the Related Literature**

Carpenter, Davies and Haynes (1994) conducted a study report on the market for UK library and information services and products. The study considers that the economic, political and social factors play a vital role in the library and information services provided in the country. The study concentrates on the market for science and technology information services and products and concludes that there are 3 main aspects to consider: access to international information in science and technology; access to international commercial and marketing information; and technical expertise and training.

Rowley (1994) examined the changing role of marketing information systems (MKIS). This study identified the types of questions to which MKIS need to respond and the range of types of MKIS systems. The marketing mix should include product, price, place, promotion and data processing. MKIS face a number of challenges over the next few years in response to changes in the marketing and information systems environment. They will need to handle more complex market analysis and to accommodate the challenges posed by new methods of marketing and selling such as teleshopping and direct marketing.



Webber (2001) studied Marketing Information and Library Services: Are People Learning about It? It is argued that the increasing trend for business schools to focus on marketing tangible products to consumers makes it increasingly important for future information professionals to learn about services and business-to-business marketing. The degree to which marketing is taught in UK library schools was investigated in a survey, conducted in Summer 2001, of the extent to which library and information services (LIS) marketing and quality management were being taught as part of the curriculum. The study was a companion to ones covering the situation in North America (France Bouthillier at McGill University) and in Brazil (Sueli Mara S.P Ferreira of Sao Paulo University). The results from all three surveys were presented at the seminar held by the IFLA Management and Marketing Section, Quebec, August 2001. In the UK survey, all Library Association/Institute of Information Scientists accredited courses (21 undergraduate and 37 postgraduate) were mailed. Questionnaires were sent to Heads of Department in each of the 17 institutions with relevant courses, where respondents were asked whether they regularly offered classes in marketing of library and information services and the management of service quality. Out of a total of 56 potential returns, 18 questionnaires were returned by eight institutions (32 per cent response rate) with eight related to undergraduate courses (38 per cent response rate) and ten to Master's (27 per cent response rate). The study concluded that there has been steady improvement in the teaching of marketing to information professionals over the years, but that the change is taking place slowly.

Dhawan (1998) conducted a study on Prerequisites for Information Marketing: A Case Study of NPL Library. The marketing of scientific

and technical information by special libraries using internal resources has been examined in the context of marketing programs at the NPL Library. The study observed that libraries with limited resources will have limited scope to penetrate the market. In addition to the provision of library resources in adequate measures, other prerequisites important for capturing business in information marketing have been outlined. Also outlined are new approaches to promoting the impact of information marketing activities.

Chikmallaiah and Sridar (1998) examined the Marketing of Information Services at Indian Institute of Management Bangalore. The study mentioned the income at present of the IIMB Library and also discussed the future plans for resource generation based on the library and information services being provided and/or planned.

This study has considered a number of aspects of pricing, including the classical relationship between price and supply and demand, pricing objectives, factors affecting pricing decision and aspects of pricing policy and pricing methods (Rowley, 1997). The relevance of these concepts in the information marketplace has been explored. The central role that price plays in regulating a marketplace makes an understanding of pricing essential. Pricing is traditionally recognized to play a central role in the functioning of the economic system. The three macro-economic functions of price are: allocation or rationing, or the balancing of the quantities demanded and those supplied; stimulation, and acting as an incentive for new players and products to enter a marketplace; and distributive, whereby income is distributed between buyers and sellers. Price of information products, then, plays a significant role in availability and access to those products, and is central to the concept of an information society.

From a micro-economic perspective, or the perspective of the individual organization, price is the single most important decision in marketing. This derives from the fundamental relationship between profit and price, which can be expressed simply as: Profit = Price – Cost, on a per unit basis. Sales volume is the other factor that affects profit. This is also intimately related to price, since price impacts on sales volumes.

Parekh (1998) undertook a study on Development and Marketing of information products in the SNT Women's University Library Experience. The study discussed the objectives and processes involved in producing and marketing information packages for meeting day-to-day living information needs of Women. He also pointed out for recognizing products need, product development, product planning, and market research costing the product and potentially marketing the product.

Nkanga (1999) assessed the strategy for marketing information services in Botswana special libraries and information centers. The need for marketing special library and information centers is imperative given the fact that information technology has improved accessibility to information, which is challenging their role and survival in Botswana. Author suggests how marketing can be implemented in the information service in Botswana and argues that, if carefully planned and executed, marketing has the potential to increase the special library's survival and help it flourish.

Satish (1994) provided a study of social scientists attitudes towards information. It examined the attitudinal disposition of social scientists towards information use, information use behavior, personal and psychological attributes. Three universities and eight social science

research and training institutions in Hyderabad and Secunderabad were taken up for the study. The findings suggested that the trend of personal and psychological attributes have a positive effect on attitude and training institutions alike. Higher educational attainment and more years of professional experience have a positive effect on attitude. The study also showed that the trend of information use is more in social scientists.

Rowley (1995) studied on applying the marketing concept to information. The study shows that library and information managers have tended to hold too narrow a concept of marketing, confining it to income generation. Adopting a fuller definition might be hindered by the fact that libraries offer services rather than products and by their relationship to parent organizations such as local authorities or universities. The strong tradition in libraries of matching services to need is itself a marketing concept but managers need to identify a marketing strategy linking marketing and organizational objectives.

Price is a means of exchange offered by a buyer for buying the product/service being marketed by a seller/marketer (Vespry et al, 1999). The study expressed in currency units, such as dollars and cents. It has also been expressed in services or other goods, which the seller and buyer may agree to exchange for the item. For information products and services, the relevant terms were used as price of a physical product like CD-ROM and fee of a service or membership of the information center/library. The study also revealed that all these consist of understanding of consideration in pricing, deciding on base price of products and services, adapting the base price to the situation, and revising the prices depending on market changes and competitive moves. The price that can be charged may depend on the

ability of the target segment to pay, as well as the value that the target segment might derive by using the product/service. Further, the value of the product/service varied, depending on the situation and time of availability. Besides, the information center and or the management of the parent organization might view price in a variety of ways, including generation of revenue/profit depending on the situation of the center/library.

Dworkin (2001) studied on library marketing and suggested in his study the eight ways to get unconventionally creative. The study offers eight unconventional suggestions and stratagems that libraries and information centers may care to adopt as a means of marketing their information services and attracting users to their company information resource centers. The tips are based on experience gained at the Hewlett-Packard Laboratories Research Library.

Nicol (1981) presented a paper in the seminar on marketing information services. The paper focuses upon the marketing of information services by New Zealand public libraries to the country's business community. The author analyses the information needs of businesses; explains how a library can set reasonable objectives in satisfying such needs; and outlines steps, which could be taken by an average-sized public library wishing to market business information to local small-scale manufacturers.

In another study, Rowley (1998) enhanced the promotion that is used by organizations to communicate with customers with respect to their product offerings. In some forms of promotion and service delivery, communication in both directions can be achieved simultaneously, and since two-way communication is the only real form of communication, promotion, which is associated with two-way

communication, is to be encouraged. Examples of such two-way promotion emerge largely from the contexts of services marketing and relationship marketing. In services marketing, for example, promotion can be part of the service delivery. Exchanges between the service agent and the customer can elicit information about customer requirements, and also permit the service agent to explain the organization's products and how these might meet the customer's needs. Similar kinds of exchanges can occur in the relationship marketing interest in business-to-business marketing transactions where the sales person is a significant agent in the establishment of relationships between customer and the organization. The information marketplace is an interesting mixture of consumer and business-to-business marketing. For example, libraries are often concerned to promote services to end-users or consumers, and increasingly online search services and other Web search services are seeking to capture the end-user market. At the same time, library suppliers, online search services, database producers and publishers of journals and abstracting and indexing services have often viewed their primary market to be other organizations such as libraries, businesses and public sector organizations.

Webber (1995) reviewed marketing with definitions and explained how it helps libraries and information units, distinguishing between effective and ineffective marketing attitudes. In a small-scales survey of Scottish libraries, 53 percent of respondents thought that marketing was essential, yet the vital strategic elements of marketing were not rated as the most important parts.

Wilkinson (1996) formulated a study on external funding sources: income generation in UK academic libraries. The author presented the

paper at an Anglo-German conference on the theme of resource generating for academic libraries. The author reviews the attempts by UK university libraries to raise extra revenue since the 1980s.

Mannan (1997) surveyed 25 different types of Libraries and Information s of the country and interviewed 100 users from various levels through questionnaire method, and proposed a network model as: *Bangladesh Academic and Special Library Network (BASLIBNET)*. According to him the major functions and activities of BASLIBNET should be: (1) general functions, i.e. cooperative acquisition of books, periodical, literature, translations and photocopies etc.; coordinated subscription; exchange of duplicate holdings; identification of core subjects; (2) technical functions, i.e. cooperative processing; preparation of union catalogue; inter-library loan, reference and/or referral services; abstracting and indexing services, bibliographical services etc.; (3) publication program, information repacking functions; (4) coordination services; (5) research, training and other special functions; (6) other functions, i.e. user orientation, liaison with other national, regional and international networks for cooperation and exchange of information etc. The study also proposed five (5) sectoral networks, which are:

- a. Sectoral Network for Agricultural Libraries, with AIC of BARC, Dhaka as the focal point;
- b. Sectoral Network of Health and Population Libraries, where NHLDC is the proposed focal point;
- c. Sectoral Network for Social Sciences and Rural Development Libraries, with BIDS as the focal point;
- d. Sectoral Network for Science and Technology Libraries, with BANSDOC as the focal point; and

- e. Sectoral Network for University Libraries, with Dhaka University Library as the focal point.

Sattar (1997) reviewed 132 different types of libraries and information services in the country. The result of the study showed that there are several problems relating to library and information services in Bangladesh. He identified factors that affecting significantly in the librarians are: the size of the library, library budget, size of the staff, age, professional qualifications, and knowledge on information technology. This study also found that the librarians positive attitude are capable of increasing the libraries potential to purchase and use new information technology, given adequate financial support. The study offered following suggestions for professional development in Bangladesh.

- a program should be chalked out for training library personnel in handling and exploiting new technologies;
- a standardized Bengali thesaurus should be developed for the use of computer systems employed in information services of Bangladesh;
- the departments and institutes of Library and Information Science should introduce papers on data analysis, programming, and computerized information retrieval and dissemination;
- an integrated software package should be developed. It should be available both in English and Bengali characters.

Kumar and Lohia (1998) undertook a study on marketing of library/information products and services. They mentioned the concept of marketing; problems connected with this activity, marketing strategy and techniques, benefits of library marketing, etc. In other words,



marketing is a technique to identify the target users including current non-users and their needs, making sure those services fit the targeted users need and promoting the services to the targeted users. This study has also revealed that successful marketing includes the art of deciding which technique is used in different situation and marketing strategy indicates what a library is going to do to cater the needs of its clientele of current market. Marketing strategy means selecting various techniques in proper portion and balance.

Cronin, Stiffler and Day (1998) studied on the emergent market for information professionals. National and state level data are used to define employment opportunities and educational requirements. The data were derived from: (1) content analysis of job advertisement; (2) survey responses from library school graduates; and (3) field interviews with information specialists. The study has identified market opportunities and constraints. Repositioning strategies for school of library and information science are also proposed. Study identified that:

- there is a measurable market for information professionals who have the requisite mix of talents, know – how, and experience;
- the market in Indiana is embryonic and likely to show only incremental growth in the near – term future;
- the opportunities are scattered across a wide range of industrial sectors, though some evidence of concentration exists;
- job titles and functions are extremely variegated;
- subject expertise and business savvy matter most; and

- information consciousness raising will be an important component of any repositioning strategy favored by LIS schools with an eye on this market.

Day (2002) traced the history of the provision of business information by Leeds Public Libraries, UK, from the opening of the Public Commercial and Technical Library in 1918 to the evolutionary impact of the Internet in the 1990s. The author described how the Library came to terms with the need to integrate the Internet into its mainstream business information services, with particular reference to its limitations and to the provision of company information, market research, British Standards information, press cuttings and articles from specialized trade and scientific journals, and patents information. The study focused on some of the reasons why the public business library is still needed as a service to businesses, even after the introduction of the Internet and considers the Library's changing role and the need to impress on all concerned, especially government, the continuing value of these services. Finally it concluded that the way for-ward can be defined in terms of five actions: redefinition of priorities; marketing; budgets; resources; and the use of information technology (IT).

Mohamedali (1999) highlighted some of the common problems of library planning in the Caribbean and elaborated on the steps involved in the marketing planning process and discussed the various aspects of marketing planning which are of general interest and of interest to information professionals generally. Many information professionals in the Caribbean have not yet fully incorporated the marketing planning process in their libraries. This is because knowledge about marketing principles and practices is presently not yet widespread among them. One reason for this is that most of them

who have graduated from the only regional library school, the Department of Library and Information Studies at the University of the West Indies, Kingston, Jamaica, have not in the past had comprehensive formal training on marketing planning concepts and practices. It is only recently that the department has introduced marketing as a major component of its courses on management taught to students at undergraduate and postgraduate levels. In an attempt to spread the knowledge on marketing further, particularly among practicing information professionals in leadership positions in the Caribbean, the department organized a workshop on marketing for information professionals in charge of information systems and networks in the Caribbean in 1996.

Weingand (1995) identified some marketing strategies for fulfilling the new millennium approaches. The study included in an issue devoted to the theme: marketing of library and information services and presented an introduction to a thematic issue on the marketing of library and information services, by treating marketing components in the context of a customer orientation. As the new millennium approaches, libraries must develop creative problem solving strategies if they are not only to survive but also to thrive. Societal change, technological development, and economic retrenchment all pose significant challenges for libraries. Proposes that the former positive and comfortable attitude toward libraries no longer holds true, and that marketing must be added to the managerial toolbox so that libraries can become client centered and client focused institutions  
Original abstract-amended.

Kotler (1981) examined with some strategies for introducing marketing into nonprofit organizations and found that marketing is a

topic of growing interest to nonprofit organization managers as their organizations confront new, complex marketplace problem. Nonprofit organizations can introduce marketing in a number of ways, such as appointing a marketing committee of task force, hiring an advertising agency or marketing research firm, hiring a marketing consultant, or appointing a marketing directors or marketing vice president.

MacDougall (1991) conducted a study on marketing in public libraries and leisure services. The study investigated strategic marketing practices in UK public libraries and leisure services through a questionnaire that was sent to all Chief Librarians and Leisure Officers. The study observed that there is a lack of awareness of the implications of marketing strategy and confusion between promotion and marketing. There is also little strategy planning involved in implementation of marketing practices and a gap between formulation of objectives and marketing information on user needs. There is a lack of specific staff and budget allocated for marketing.

The theme of the strengths and weaknesses of a marketing approach to the library and information services was investigated by Oldman, (1981). This study observed:

- Librarians have conducted myriad user studies, which describe information habits. These studies do not explain the decision making process behind information strategies. A great deal of work has been done in marketing on constructing models, which hopefully do explain the process behind a decision to consume.
- A market will rarely be homogeneous. A policy of benefit segmentation is necessary. The notion that different user groups require different information products will be an

unremarkable one to librarians. However they rarely pursue a conscious market segmentation policy when making management decisions.

Siddamalliah (1998) undertook a case study on marketing of information services at National Neurosciences Information , NIMHANS, Bangalore. This study mentions the infrastructure and the publicity promotional activities of NNIC and discusses the advantages of a marketing approach at NNIC, and also suggests a topic 'information practitioner' for Schools of Library and Information Science. The study also denotes some aspects for making the library and information as profit making organization, which are:

- a. Economic returns on the basis of investment;
- b. Organizational returns proportionate to the investment;
- c. Qualitative and quantitative output of the host organizations;
- d. Market opportunities for external selling;
- e. Library revenue to be generated from internal members;
- f. Infrastructure to be developed for designing various products/packages suitable for profit making within the purview of the respective libraries either individually or as a part of the network;
- g. The library should be established strictly as a cooperative/resource sharing so as to benefit the establishment in recovering costs.

In a study, six golden rules have been formulated for marketing of information services successfully by Robinson, (2000). This study offered advices on strategic and tactical approaches to marketing new business libraries or information services, based on the author's

personal experiences at KPMG in setting up a new information services. The focus is not restricted to the mechanics of marketing processes but is more concerned with ways of winning the hearts and minds of prospective clients and moving from a more traditional transactional relationship with users to a more consultative one. It suggested six rules to guide practitioners, with the proviso that these are the core ones that worked for the author and that there could be others – equally valid: segment the service's market; adapt the products to make them relevant; define and position the service; build relationships; understand how people work; and manage expectations and maintain momentum. The study concluded that the underlying consideration governing all these rules is the shared values held throughout an organization and that these can provide a powerful driving force and focus for all its actions. Understanding this organizational culture and the critical business drivers is the key to how to adapt and develop the information service.

The study on hard copy to dot com: developing a new marketing information web site, and building a community of interest described how the producers of the world's largest database of information about published market research and other business reports, produced in printed form as *Marketing Surveys Index*, developed a World Wide Web (www) version of the service, Market-Zone.Com (<http://www.market-zone.com>) (Walker, 2000). This study also pointed out the typical problems facing small independent market research companies, without the resources of a major parent company, in developing a highly sophisticated Internet site on its own. Market-Zone's solution was to go into partnership with a German Internet company (unnamed) that was seeking an opportunity to develop a marketing information and market research Web site.

Services offered by Market-Zone include the full database of over 40,000 market research reports, searchable in English and German using key words, and publications from German publishers not previously covered. Value-added improvements planned for the future are briefly outlined and include plans to extend the service to cover other major European languages and the ability to buy reports directly from the Web site.

1. *Ashill and Jobber* (2001) investigated in defining the information needs of senior marketing executives and at the very core of Marketing Information System (MkIS) design is the identification of the marketing information needs of decision-makers has shown in this study. Focused that information needs can be defined as the user specifications of information characteristics involved in information seeking and refer to those qualities of information perceived by managers to be 'useful' to facilitate their decision making. Drawings on empirical results from three sets of literature and from studies of information systems design (particularly management and accounting information systems design), the authors review a framework for exploring the design of an MkIS. A qualitative study examining the information needs of senior marketing executives is also reported and discussed. The results, based on interviews with twenty (20) senior marketing executives, indicate that marketing information needs can be defined using the following six information characteristics:
2. *Aggregated Marketing Information*: Aggregated around time periods, aggregated around product/markets, and analytical

marketing information/information for marketing decision models, e.g. SWOT analysis, segmentation analysis, etc.

3. *Broad Scope Marketing Information:* Internally focused marketing information, externally focused marketing information, historical marketing information, future-oriented marketing information, qualitative marketing information and quantitative marketing information.
4. *Current Marketing Information:* Information reports provided on frequent basis information, which reports on the most recent events.
5. *Timely marketing Information:* Information which is received quickly, information which is received on time.
6. *Personal Information Sources:* Face-to-face/telephone contact (verbal) from external agencies, customers, suppliers, competitors, distributors, internal staff.
7. *Impersonal Information Sources:* Written information from externally generated reports, internal memos, professional/trade journals, manual and computer generated information reports.

Shapiro (1981) accomplished a field study on marketing for nonprofit organizations, which is based in large measure on the author's own field research, is divided into two sections. In the first one, he identifies the nonprofit manager's three major marketing tasks: resource attraction, resource allocation, and persuasion. In the second section, he describes the use of each of the various components of the marketing mix-communication, distribution, pricing and product in the performance of these tasks. Shapiro has suggested the following four key business concepts that provide the basis for marketing thought and action in the nonprofit environment:



1. The *self-interest* aspect of the transaction or exchange, in which both the buyer and the seller believe they are receiving greater value than they are giving up;
2. The *marketing task*, which stresses the importance of satisfying customer needs;
3. The *marketing mix*, the elements of which are the tools that marketers use, such as advertising and public relations, channels of distribution, pricing and product policies; and
4. The idea of *distinctive competence*, in which the company concentrates on what it does best because doing so maximizes profits.

In another study, the inverted file for marketing information products/services has been approached (Arnold, 1986). The study formulated 4 eras of an information (data base) product, the generic stage, a traditional, mature product; the old dog with a new trick stage, implementing new technology; the me too stage, copying other's new developments; and the and again stage, applying a successful product in a slightly different way. It is indicated how to analyze a market given these 4 categories, in order to determine if a product will be a winner. The study also discusses the marketing approaches. Beaumont & Beaumont (1991) studied on marketing information systems: a strategic weapon for marketing audits. The study has shown that in an increasingly competitive and changing business environment, it is difficult to evaluate an organization's marketing effectiveness without regular and systematic monitoring. Information and communications technologies can provide the integrating framework for thorough and more frequent marketing audits.

An empirical study on the strategic orientation of marketing information systems has been conducted and surveyed of 55 UK marketing managers in computer and financial industries (Xu, 1999). This study examined the current practice of the strategic function of marketing and the application of information systems in supporting the strategic function. This study also suggested some implementations, which are:

1. *Develop a strategic sense and vision among non-marketing managers:* it appears that senior marketing managers do not have the problem of lack of strategic vision, but the marketing professionals and non-marketing executives who still recognize marketing as synonymous as sale and perhaps the whole organization that is still sales or technology driven.
2. *Creating a visionary leadership and culture for strategic marketing:* Reflects the process of cultural change for selling the concept of strategic marketing, creating and sharing marketing strategic vision and knowledge throughout the organization. Changing towards strategic marketing oriented culture needs management support, training, staff development and incentives.
3. *Identifying the gap for implementing strategic oriented MkIS:* One of the implementations of the findings from this study is to bridge the gap, which exists between the current practice of marketing strategic function and the support of information systems.
4. *Enhancing environmental scanning and refining function of MkIS:* Current MkIS do not have the functionality to support marketing strategic activities. The system should be designed to

systematically collect, filter, decode and transmit market information throughout the organization.

- Mohan (1998) studied on marketing of information services in Newspaper Industry, and discussed the information services offered to different user groups in the Newspaper Industry. The author outlined the marketing strategy to be adopted and discusses briefly the marketing of a newspaper index.

Bellardo & Waldhart (1977) conducted a study on marketing products and services in academic libraries. The authors described the applicability of marketing techniques to academic libraries. This study proved that in order to achieve organizational objectives, academic libraries must interact with a number of different publics, where a public is a distinct, identifiable group of people or organizations, which have an actual or potential interest or impact on the library. To understand the role of marketing in academic libraries, it is necessary to establish what kinds of peculiar marketing problems an academic library might have because it is an organization whose products may consist of fairly intangible services. The study also pointed out the structure of marketing, marketing services, analysis of marketing in nonprofit organizations and marketing in academic libraries.

Gumbs, (1999) outlined the following factors for marketing plan of libraries:

- Executive Summary
- Current Marketing Situation
- SWOT Analysis
- Marketing Objectives
- Description of Market, Product and Promotional Options

- Action Plan
- Revenue and Expense Statement
- Controls

Park, Durfee and Birmingham (2000) conducted a study on emergent properties of a market-based digital library with strategic agents. The University of Michigan Digital Library (UMDL) is designed as an open system that allows third parties to build and integrate their own profit-seeking agents into the marketplace of information goods and services. The profit-seeking behavior of agents, however, risks inefficient allocation of goods and services, as agents take strategic stances that might backfire.

Peters (1997) studied on information partnerships: marketing opportunities for information professionals. The author reported information as the essential ingredient in a knowledge based economy, is dynamic, expensive and continually being reconfigured and repackaged. The study Identifies 4 areas on which information professionals may capitalize for the transformation of the information resource function: information anxiety; intellectual capital and knowledge management; the information resource audit; and virtual information networks. Effective use of these tools can provide information professionals with the key to personal and professional competitive advantage.

Koshy (1999) outlined on how to conceive, design and introduce new information products and services. In this study the author discussed the rationale, procedure and steps involved in conceiving, designing and introducing new products and services useful for a library or an information center. This study also checked the commercial feasibility

of the proposed new product/service by estimating the costs, revenues and resources required to support the new product service.

Measures of the library's productivity were assessed by Koontz & Rockwood, (2001). This paper illustrated the concept of placing performance measures within a marketing frame of reference that builds upon the main goal of satisfying user needs.

Yates-Mercer & Yates-Mercer (1991) studied on the marketing of internal business information services. The authors surveyed the approaches used by business information departments within companies to the internal marketing of their services. The survey showed a marked change towards recognition of the value of marketing information services internally. This change in attitude was shown by a move away from treating marketing as promotion only, towards the use of other elements of the marketing mix: products, price and place.

The vast range of information and communication services available on the Internet both free and at a price, can hardly have escaped attention, and indeed the purveyors of IT type have made it their business to seek to excite the general public about the potential of the Internet (Rowley, 1996). This paper examined the features of the information marketplace, with a view to the identification of some of the factors that are likely to impact on all libraries. It then focused on the nature of the electronic library, offering a brief summary of some current projects, which might herald the future role of libraries in the electronic marketplace.

Doherty, Saker and Smith (1995) undertook a study on marketing development in the public-library sector. Most studies of market

development have concentrated on the private sector. This study, in contrast, focused on the not-for-profit sector by analyzing market development in the British public library sector. This study firstly presented a summary of the nature and extent of marketing development in the library services sector. The paper illustrated by addressing the issue of why some local authorities undertake a high level of marketing activity, while others do very little. A wide range of potential influences on the degree of marketing activity, both at the macro and micro level, was empirically analyzed. This study concludes that the level of marketing activity is highly influenced by both the range of services offered by the local authority and the presence of a marketing function within a specific organization.

A study has been conducted on marketing in the special library environment (Powers, 1995). Special Libraries developed in response to a need for specific information and the emerging recognition that an organization with quick access to good information may have a competitive advantage. The study observed that successful special libraries, located in either profit or nonprofit organizations, effectively increase organizational opportunities by discovering and delivering information that is really needed. Integrated strategic marketing planning within the special library environment focuses the library toward organizational strategic thinking and planning and offers the opportunity to develop more effective library services, which may lead to overall improved organizational decision-making.

Heinisch (1994) studied on Cyber-Lib vision and its economic analysis. Cyber-Lib is the vision of a library whose essential functions, objects and services are offered in an artificially created environment. Making available different work environment that met the individual

user's needs is a very special characteristic of the capacity of Cyber-Lib. The paper discussed different possibilities, such as autonomous profits, the coexistence of conventional information sources and Cyber-Lib and other forms of financing, e.g. by means of advertising.

Rao, (1999) emphasized on status of the use of marketing concept in libraries and information centers and need for strategic innovation for marketing.

A study on the contribution of market intelligence to tactical and strategic business decisions identified that implementing a strategy is not an easy task for American industrial organizations (Lackman, Saban and Lanasa, 2000). The study has shown that one of the drivers of both strategy and success in the marketplace is the role of market intelligence. Regarding market intelligence data sources, customers, manufacturing, and R&D are the central source. Regarding market intelligence accountability, about half held marketing accountable for market intelligence.

Jiang et al. (1997) investigated the marketing managers' dissatisfaction with marketing information systems. The study has shown that in spite of rapid advances in the technology of marketing information systems, recent studies indicate an underlying dissatisfaction with the systems on the part of marketing managers. Two potential sources of dissatisfaction included the attitudes of marketing managers towards computers and the mismatch of key information system issues between the marketing manager and those controlling the system. However, the same survey finds that marketing managers do not view key information systems issues in the same way as either chief executive officers or information technology managers. This mismatch between the users and those

who control the strategy and development of the systems is a possible source of dissatisfaction.

Weiber & Kollmann (1998) studied on competitive advantages in virtual markets in perspectives of information based marketing in cyberspace. The aim of the study is to present the division of markets into marketplace and market space and evaluate the significance of virtual value chains in opening up further possibilities in the marketplace and market space. This study has offered an explanation of the phenomenon of the market space, a new virtual market form, which is induced by the increasing exchange of communication and information through digital data-networks.

Freiden et al. (1998) discussed the unique properties of information as a product and proposed that information be distinguished conceptually and thus marketed differently from both goods and services. The extreme intangibility homogeneity and non-perish ability of Type III products created both opportunities and challenges for marketing. The study presented here suggestions that marketing managers and researchers need to reconceptualize what they mean by 'product' for consumers and not neglect the information component of their market offerings. Moreover, Type III products satisfy unique needs and wants not satisfied by product viewed chiefly as goods or services. This study contended that broadening the product concept to include information makes more explicit the nature of the benefits consumers' desire from consumption.

Trappey & Trappey (1998) conducted a study on realizing internet-based enterprise integration and electronic commerce in chain store marketing information system. In this study EXPRESS (a language used to define standard data models) is used to develop data models



for products, categories, and chain stores allowing for ISO-integrated product data management. By applying EXPRESS to the task of managing product and market information, retail data are integrated in a central database and are accessible in real time by members of the distribution channel. Point of sales (POS) systems at the store level is provided the streams of data from retail stores. These data are collected and kept in a central database used for dynamic sales analysis and merchandise planning. The decision models for automated shelf layout, continuous sales analysis, and real-time logistic management are incorporated into the marketing information system (MIS), which can be utilized by store managers through an easy-accessed Web-based interface. The www is the communicators' medium used to link the retail headquarters with the distributed retail chain. The central object-oriented database is based on the proposed EXPRESS data model and provides a means to manage large amounts of rapidly changing information.

Koshy (1999) conducted a study on how to plan information products and services policy. In planning products and services policy three major steps are discussed, namely, review and diagnosis of current situation, deciding on objectives and formulating and implementing strategy.

Renborg (1997) studied on marketing library services: how it all began and the researcher stressed in this study that the idea of marketing library services is not new to the library world. This study has also shown the development from wishes to improve personal relations between librarians and the common man in the street into planned extension work and Public Relations. Stressing the importance of

marketing a library service before measuring library performance, the study has dealt with the period from 1876 to the 1970's.

Colgate (1998) hypothesized that marketing information system technology can leverage sustainable competitive advantage ahead of other marketing technologies. An analysis of the current use of marketing information system technology, however, revealed low levels of sophistication throughout the UK and Irish retail banking industries. Results showed that marketing sophistication, organizational size, and previous implementation experience were all critical factors in a successful implementation process.

Yoon & Jain (1999) studied on how to conduct marketing research for marketing of information products and services and the study enhanced that marketing research is useful for improving marketing decisions and for understanding the marketing phenomenon, in any marketing situation. It is especially useful for the marketing of library information products and services.

Talvinen (1995) reviewed information systems in marketing in identifying opportunities for new applications and formulated the essential concept of marketing information system is wide and loose, ranging from the strategic to the operational levels.

Amaravadi, Samaddar and Dutta (1995) developed an intelligent marketing information systems emphasizing for marketing decision-making. This study implied the need for an instantaneous and transparent flow of information between the points of sale (PS) and the decision makers and the sharing of expertise between decision makers in different regional markets. Information from markets has assumed greater importance as a strategic corporate asset and

organizations cannot afford to be slow in collecting and processing this information. This study introduced intelligent marketing information system (MkIS) as a decision-making aid for managers. Further, it has shown that unlike an MkIS, an IMkIS (Intelligent Marketing Information System) addresses the need to share marketing expertise in a competitive marketing environment. It has made use of artificial intelligence technology to represent and process assorted marketing knowledge.

Leverick et al. (1997) conducted a study on the role of IT in the reshaping of marketing. The purpose of this study has been to examine the various issues associated with IT implementation and its relationship to changes in the nature and scope of organizational activity. It is the various organizational changes and refigurations potentially flowing from the implementation of IT, which are the focus of this research.

A study has conducted on the organization for marketing of information products and services (Beaulieu, 1999). The study reported that there are a variety of reasons for an organization to want to offer payable services. Going from no charge to payable services represented an important shift – in some ways, the customer and customer satisfaction become the ultimate goal behind all decisions and activity. It is important to realize that such a change does not happen overnight or without the support of the whole organization. The challenges of going from no charge to payable services is demanding but well worth it. There are many decisions to make, personnel guidelines to set, systems to set up and inter-division relations to manage. It is stimulating work and brought a great sense of personal achievement.

Caro (1990) conducted a study on marketing information: power and responsibility for information scientists. The study reviewed the problems of information delivery to decision makers against a background of increasing competition and the growth of information. The study suggested performing following steps:

- Identify each information need, and the associated cost of error, volatility, and diversity.
- Identify the method used to meet each information need, and the method's degree of specification, frequency of application, and degree of analysis or summary or results.

Seer, (2000) compared the features, advantages and disadvantages of two budget models, the line item budget and the program budget. The study also provided a step-by-step guide to the budget process, including the need for timelines, definitions of common accounting terms, and specific suggestions for budget preparation and presentation. The need to formalize and strengthen the relationship between the library and the finance department is also addressed. Finally, an overview of strategic planning is provided, describing the relationship between strategic planning and budgeting, and identified major financial factors and trends affecting the budget.

Chambers (1999) studied on end-user document supply or who needs an interlibrary loans service in perspectives of a special library. This paper pointed out some recent developments in end-user document supply and discusses advantages and disadvantages from both the user's and the information professional's point of view, relating in particular to the situation in the author's own library.

- Rao and Jain (1999) conducted a study on key concepts in marketing of information products and services, which dealt with the process of marketing management as well as the underlying key concepts therein. The study revealed two key purposes of marketing are achieving objectives/goals of the organization and satisfying customer needs and wants. Selecting market opportunities and developing marketing programs/marketing mix, e.g. product/service management, price management, promotion management, distribution management etc. were the major issues of the paper.

Goolsby, Schuetz and Jones (2000) undertook a study on from funeral to christening the OPAC rites of passage. This study depicted how the Baylor libraries staged two cost-effective celebrations to address challenges of migrating to a new online catalog. A New Orleans-style funeral provided a humorous backdrop for library staff to relive the tragedies and successes of the old system as it was laid to rest. Several months later, a christening brought together a significant segment of the campus community to launch the new OPAC. By these rites of passage, library employees entertained and educated campus administrators, faculty, students, and community patrons. Through teamwork, a little humor, and sound fiscal management, the libraries turned an online system migration into a public relations triumph. The study introduced three major objectives:

- to generate public awareness of the new online system;
- to generate positive media coverage; and
- to foster relationships with other campus departments.

A model of customer orientation checklist (Lozano, 2000) has been drawn by Lozano (2000) A brief review of the concept connotations in

the area of information services is carried out by the author in order to stress the implications of being “customer oriented” as the most important component of marketing. A model to measure the level of the library’s orientation toward its market as perceived by its manager’s is also presented by the author.

Information services have always been under constant pressure to prove the value of their staff, services and existence to management (Penfold, 2000). The study pointed out that the key to success lies in the ability to predict, manage, and exploit change in all areas of work. The researcher has mentioned that the library and information sector still has the opportunity to:

- take control of organizational information strategies;
- coordinate and drive the technologies;
- promote business use and benefits.

The emergence of business information resources and services on the Internet and its impact on business librarianship has been assessed by Liu (2000). The article argued that a large percentage of business librarians in the USA do not have formal training in business, it is time for library and information science schools and libraries to address this issue by setting high standards for recruiting instructors in business information and by setting high standards for employing business librarians.

Hitchins and Mort (1999) undertook a study on the market for published information, mainly books, reports, directories, newspapers, periodicals and legal documents, in either hard copy format or via electronic formats such as the Web other online sources and CD-ROMs.

Nims (1999) conducted a study on 'marketing library instruction services for changes and trends'. This research examined the role of marketing, promotional activities, and public relations in library instructional services, and discussed some reactions to using these techniques to improve instruction programs. Author suggested that marketing can assist libraries in determining their future and in identifying quality products-services, programs, and materials.

Wakley, Broady and Hayward (1997) conducted a research on marketing the public library service to the full-time employed. The study suggested the characteristics of an effective service for a market segment using the marketing mix framework and examined three categories of service for their suitability, and considers funding, methods of publicity and the control processes necessary to continuity of service effectiveness.

Towlson (1995) worked on the model of co-operation for information in business. The study concluded that the Information in Business service is a positive model of library co-operation, enabling the maximization of benefits from different public funds. It is also highlighted threats to the service, i.e. reliance on local government, as a weakness.

Craft (1998) undertook a research on public library business ventures- risks, rubs and revenue. Libraries are taking on business ventures that involve the selling of products and services. Most common are food services but these are primarily for customer and staff convenience rather than profit as they generally earn less than 0.25 percent of a library's operating budget. The real income is in services, as in managing libraries at other institutions (Martin Library, York, PA), which earned nearly half of the library's operating

budget, or services such as issuing passports, and establishing a virtual university (Palm Springs Public Library, Palm Springs, CA), which are estimated to earn 15 to 20 percent of the library's operating budget. The public libraries venture into the business world because:

- they need more income;
- they think it adds a certain cachet to the image;
- they take pleasure in being inventive; or
- they can snub their noses at government funding cut-backs?

The study on 'application of marketing principles and techniques to libraries and information s' has been conducted by Ojiambo (1994). Market philosophy requires that library management focuses on the identification of patrons' needs rather than library needs. The study has shown librarians and information managers seem to be reluctant to become fully involved in marketing their services and when they attempt to market their information services they neglect or fail to understand the behavior of the user.

Roa (1999) developed a communication program for promotion. The author described that promotion of an information product or service is the essential communication process to let the prospective client or buyer become not only aware of the new products and services available, but also to motivate him/her to actually subscribe to the products or services.



**Conclusion:**

Marketing of information products and services is a very new concept in the context of Bangladesh. A plethora of studies have been conducted on marketing of information products and services in UK, USA, Nigeria, China and Japan; and even in India, but in Bangladesh little or no study has been so far conducted. By reviewing literature we can identify that most of the studies have pointed out some specific viewpoints on the application of marketing techniques in libraries and information centers in their own perspectives. One limitation of the existing studies is that no study has developed any model plan or illustrated the comprehensive information system to introduce marketing strategies and techniques in libraries and information centers.

At most all the reviewed studies described marketing strategies and techniques and highlight the benefits of library marketing only. The present research on “Marketing of Information Products and Services: A Study on Some Selected Special Libraries in Bangladesh” is a modest attempt to explore new dimension in the arena of information sector which will help the library professionals and users as well as the researchers of library and information science profession as a whole.

**Chapter 3**  
**Special Libraries in Bangladesh –**  
**A Brief Account**

## **Chapter 3**

### **Special Libraries in Bangladesh – A Brief Account**

#### **Introduction**

The special library is a major source of information in the organization it serves. The special library is, in short, a particularized information service, which correlates, interprets and utilizes the material at hand for the constant use and benefits of the organization it serves (Sharp, 1963). It is responsible for the collection, organization, storage, retrieval, interpretation, transmission and utilization of information directly concerned with and auxiliary to, the work of the parent organization's clientele in the achievement of that organization's specific objective, product or service.

A special library may have its own goals and objectives regarding the resources, services, and clientele needed or desired to provide such services, but these goals are internal to the library. The parent organization usually has little interest in library service as an end in itself; rather, it is interested in the library and supports it, as the means of getting the information it needs. If the special library is to exist, it must provide information – it must provide information more efficiently and economically than could be provided by alternate

methods, and it must continually demonstrate to the management of its parent organization that it is doing so. The ultimate decision as to the practicability, efficiency and value of the special library and the resources that will be allocated to it is made by the parent organization (ALA, 1986).

Special libraries exist in a wide variety of organizational settings. They are units of larger organizations whose purposes are usually other than the provision of education or library service. Special libraries are found in private business and industrial organizations such as banks, insurance companies, advertising agencies, public utilities, publishers, chemical and pharmaceutical manufacturers, petroleum producers, engineering firms, and the aerospace and automotive industries, to name a few. Others serve federal, state, country or municipal government agencies. A significant number of special libraries are in nonprofit institutions such as hospitals and health agencies, social and welfare organizations, and museums, or are parts of trade and professional associations and societies. Special libraries serve a limited and well-defined clientele. Most frequently, the special library's clientele is limited to its parent organization, and within this limitation the clientele may range from the personnel of a single department to employees throughout the organization, sometimes to employees in other geographic locations (ALA, 1986).

Special librarian's active role in information service is the main working asset of the library as viewed by many experts. The special librarian serves as a specialist in the literature of the subject, bringing to the organization professional expertise in the identification, acquisition, organization, evaluation and interpretation of information. Without the expertise of the special librarian, the

organization might have a library, but it would not have information service (ALA, 1986). However, the library scientist of the stature of Wright uses the expression “special library” to mean a library which is concerned almost exclusively with the literature of a particular subject or group of subjects. ALA also includes in this category those libraries, which are collections of particular form of material (Wright, 1967). According to Foskett, “a special library is one serving a group, having an extra-library existence, whose members direct at least some of their activities towards a common purpose” (Foskett, 1967).

It is difficult to try to search out a completely clear and fully agreed upon definition of the term ‘special library’. That is, a special library deals in a particular subject, or a group of related subjects, or form of material; its task is to locate, select, evaluate, organize and differentiate information in specialized fields of knowledge as soon as it is available in written form. As such, “a special library is a particularized information service center designed to meet the research needs of the specialists, the experts, and top management of the parent organization” (Khanna, 1985). John Cotton Dana, founder of the Special Libraries Association, stated that: “These special collections of books, reports and other printed material are so varied in their character and in the use made of them, that no definition will any longer satisfactorily include them all” (Dana, 1910). Ranganathan considered specialization in a subject to be the characteristic that makes a library a special library (Ranganathan, 1949). UNESCO stated the corporate form of a special library in these terms: “These libraries may be attached to various bodies, such as a parliament or a government department, a scientific or other research institution, a learned society, professional association, museum, industrial association, chamber of commerce, etc. Special libraries are primarily

designed to serve a limited number of experts, scientists, research workers, etc. and not coming within any of the categories of national libraries, university libraries and school libraries” (UNESCO, 1958). Wasserman saw the central purpose of the special library as the presentation of available information: “The special library has been historically, and remains today, an integral, functioning unit of the organization in which it is found, dedicated to the proposition that it exists only to offer the information which the organization needs in order to build, prosper, advance and achieve its ultimate ends” (Wasserman, 1964).

### **The Concept of Special Libraries: Historical Route**

An obligatory introduction to histories of special libraries seems to be a reference to the collection of clay tablets assembled in Nineveh by Assurbanipal (668-625 B.C.). During his reign as king of Assyria, Assurbanipal had decreed that a collection of approximately 20,000 clay tablets be assembled and organized. If –for the moment, one accepts two commonly applied characteristics of special libraries today (special subject collections, intended for special groups of users), Assurbanipal’s collection may truly have been the first special library (Kent, Lancour and Daily, 1980). Oppenheimer regards the non-archival part of the collection (approximately 1,500 texts) to be “geared to the needs of diviners and those specialized practitioners of magic who were responsible for the spiritual security of kings and other important persons.” (Oppenheimer, 1964).

Clay tablets, papyrus, vellum, and paper have been the materials commonly used for written records. Perhaps our knowledge of Assurbanipal’s collection is the result of the Assyrians’ use of baked

clay, which did not deteriorate as other materials would have deteriorated. On the other hand, pictographic writing had been developed earlier in Mesopotamia, ca. 4000 B.C. Out of these pictographs there was then developed a cuneiform writing which was quite suitable for inscription on clay tablets before they were baked (Langer, 1948).

Authors of special library histories often jump over a time span of two millennia, from Assurbanipal to the monastic libraries of the Middle Ages. Seemingly, emphasis has been only on the Western world, without consideration of the collections assembled in shrines and temples in the Middle East and Asia during these same two millennia (Kent, Lancour and Daily, 1980). In 330 B.C., when Alexander the Great set fire to Persepolis (in present-day Iran), hundreds of copies of Avestan religious tablets were destroyed, Ctesias, a Greek scholar and physician, stated in his 'Persica' that he conducted research studies in the Royal Library of the Achaemenian King, Artaxerxes. Several specialized libraries in the area have been identified. The Gondi Shahpour University had the best collection of any medical library in the fifth and sixth centuries A.D. Four hundred thousand manuscripts on mathematics and astrology were collected in the library of the Maragheh Observatory at Azerbaijan (Shafa, undated). In Egypt during the era of the Old Kingdom (2700-2200 B.C.) literature had begun to flourish. Writing had progressed from the pictographic stage through symbolic and syllabic stages to the alphabetic stage before Dynasty IV (2650-2500 B.C.). Egyptian collections of records on papyrus have been identified but these appear to be governmental archives (Johnson, 1965).

Business record collections were maintained by commercial establishments in Egypt (as well as later collections in Alexandria and Rome). The Ptolemy's granted a privileged position to the city of Alexandria, which was maintained as a Greek city apart from the rest of Egypt. The influences of the Hellenistic Age led to the establishment of an academy of scholars in Alexandria (the *Museum*, a temple of the Muses). Attached to the academy was the well-known Alexandrian library (Langer, 1948). Although the library was for the use of the scholar, the broad scope of its collection (e.g., philology, geography, and science) seems to exclude its consideration as a special library. Some Egyptian temples had collections of religious rituals and chants, sacred writings, and creation legends. To these were later added materials relating to medicine and astronomy, as these were usually sacerdotal concerns (Kent, Lancour and Daily, 1980). Probably a basic problem in attempting to establish the existence of ancient libraries – not only special libraries – stems from the fact that there were no 'readers' (as we use the term) before the time of Aristotle (Kenyon, 1931).

Little attention has been given to Asia as a location of early-specialized libraries. In China the first written documents, found at An-Yang, are dated shortly after 1400 B.C., in the Shang Dynasty (Langer, 1948). Three libraries serve as examples of specialized libraries attached to temples in three Asian nations: the library of Buddhist scriptures at the Haein-sa Temple in the Republic of Korea; the library of the Temple of the Tooth in Kandy, Sri Lanka; and the Vat Sisaket pagoda library near Vientiane, Laos (Kent, Lancour & Daily, 1980). Relative unfamiliarity with Asian languages may well explain the lack of attention to special libraries in Asian nations. An example is the Japanese terminology for *special* libraries as



distinguished from *specialized* libraries. The Japanese definition of special and specialized libraries includes most libraries other than public, school and general university libraries, as well as certain research library units affiliated with universities. Where the users are specialized, rather than the material itself (as in libraries for the blind, the hospitalized, the military and correctional institutions), the term special library also applies. Also included are special collections of scholarly organizations. Libraries where rare books, manuscripts, or archival records are stored and used, such as the Toyo Bunko and the Seikado Bunko, are also embraced by the definition. The Toyo Bunko (Oriental Library) in the Bunkyo Ward of Tokyo, a branch of the National Diet Library, is owned by a private corporation. The Seikaido Bunko, a collection of Chinese and Japanese classics in the Setagaya Ward of Tokyo, was discontinued as a branch of the National Diet Library in 1970. Special libraries generally fall under either of two rubrics: *tokushu toshokan* (specialized libraries) or *semmon toshokan* (special libraries). *Semmon toshokan* applies to libraries of institutions devoted to scientific research, which are attached to laboratories of enterprises. Likewise, the term accommodates libraries existing over the entire range of government agencies, both national and local. *Semmon* suggests a specialty or a profession, an expertise in one line. *Tokushu*, on the other hand, suggests a uniqueness, distinctiveness, or, in library terms, a collection of a particular kind of library materials. The combined form, *tokushu semmon toshokan*, is used as a collective rubric for the whole of the special libraries field (Welch, 1976).

Before one can categorize any ancient collection as a special library, it is first necessary to consider the characteristics of special libraries, as they exist in the 20th century. Then, by a selective extrapolation of

our present characteristics into the past, a more reasonable – or a less uncertain – appraisal can be made of the characteristics of ancient collection. North America – both the United States and Canada – was the cradle for the development of special libraries in the sense that they are recognized today. These developments began before the time of the American Revolution. The first library known in Canada was established in a general hospital in Quebec City in 1725. A legislative library was opened in Prince Edward Island in 1773 (Anderson, 1977).

The Carpenters' Company of the City and County of Philadelphia was founded in 1724. There were then no professional architects, and structures were designed and built by master carpenters who were jealously possessive of their knowledge. The objectives of the Carpenters' Company were, therefore, to protect their knowledge, to teach young men their trade, and to aid the widows and orphans of members. The company assembled a library first with books printed in England and later with editions published in the United States. There were books on classical architecture and handbooks of designs by members. There were also "House Carpenters' Books of Prices, and Rules for Measuring and Valuing All Their Different Kinds of Work." The purposes of the library were akin to those of unions and trade associations today. The date of the first library collection was apparently lost when the early minutes of the company were lost. In 1763 the Carpenters' Company chose a plot of land on which to erect Carpenters' Hall. From 1773 to 1890 the books of the Library Company of Philadelphia (founded by Benjamin Franklin in 1731) were also housed in the building, on the second floor. It should be noted that Carpenters' Hall is best known historically as the meeting

place of the First Continental Congress in the autumn of 1774 (Jackson, 1931).

The formal special libraries first began to appear in significant numbers in the United States in the first decades of the 20th century. They were a new form of library, sharply differentiated from the mainstream of American librarianship at that time in their singleness of purpose and in their novel methods of collecting and organizing materials. The early special libraries were largely isolated from each other and invisible to the library community until the founding of the Special Libraries Association (SLA) in 1909. SLA provided a focal point for the emerging special libraries and their leadership as the modern special library movement gained momentum (ALA, 1986). Vast changes had begun to take place in American business and industry in the late 19th century. Organizations increased in size and complexity as business and industry evolved from smaller enterprises into larger corporations. Governmental units proliferated and increased in size and jurisdiction. In business and industry, interest in efficiency and scientific management developed. In government there was a strong move toward legislative and social reform. Professional and trade associations and societies with strong interests in standards and education were formed. All of these interests required information to support their activities. An entirely new business and technical literature, often in nontraditional and ephemeral formats, began to develop along with increases in the collection and publication of statistics, the issuance of government regulations, the publication of financial reports, and the dissemination of business records (Kruzas, 1965).

Legislative reference libraries serving state and municipal governments were among the earliest modern special libraries, becoming models for intensive or ‘amplified’ reference service. Special libraries in business and financial organizations next emerged to ‘manage’ business and financial material and also developed high levels of information service for a clientele relatively unfamiliar with literature-based research. The exigencies of World Wars I and II and the ‘information explosion’ of the post-World War II years contributed to the continuation of an environment hospitable to special libraries. Following both wars there was an expansion in the need for scientific and technical research; research and development became increasingly institutionalized; and the number and size of research departments and organizations grew as team research supplanted individual investigation. This growth was paralleled by the increase and expansion of scientific and technical libraries to support the research and to cope with the ever-increasing flow of published results (Woods, 1972). Although efforts have been underway since the late 1950s to develop census statistics for special libraries, there has never been an accurate count of their number. Problems of definition, diversity, and poor visibility because of small size or lack of participation in the library community form strong barriers to compiling accurate statistics for special libraries. Although some segments of the field – medical, law, and government libraries – have been surveyed, a large segment of the special library universe remains unexplored. Such figures as are available are derived as by-products of directories. For example, the *American Library Directory* (37th edition, 1984) reports almost 9,000 special libraries, including law, medical, government, and religious libraries not affiliated with colleges and universities in the United States and another 1,000 special

libraries in Canada. The other principal North American directory, *Directory of Special Libraries and Information Centers* (8th edition, 1983) lists more than 16,000 special libraries, including those affiliated with public and university libraries in the U.S. and Canada. Statistics on special libraries in other countries may be found in this Encyclopedia. Tables accompanying articles on countries give statistics reported by the countries and by UNESCO on the number of special libraries by each country's definition (Halm, 1978).

Despite the inability to document the exact number of special libraries, growth has been one of their outstanding characteristics in the past, and all evidence points to continued growth. The factors that gave rise to the emergence of special libraries in the past have not disappeared; indeed, they are stronger than ever before and spreading in influence as new industries and new organizations evolve. The challenge of putting information to work continues to grow.

While the study of special libraries on an international scale is in its early days, the pattern of the U.S. special library movement has been repeated around the world as special libraries emerge in other nations where industrialization and increased research lead to the need for more information resources. In France, Germany, the United Kingdom, and other industrialized nations, special libraries were being established in the first decades of the 20th century, and their rate of growth, particularly in the scientific and technical fields, increased to meet the demand for support of postwar research activities. As their research efforts, special libraries have been established in government ministries and agencies, research institutes, and private business and industry in nations around the world, including the developing countries. The range of special

libraries now in existence in the UK can be seen by consultation of two books by Burkett (Burkett, 1974) on special libraries, or in the *Aslib Directory*, though this includes, amongst many special libraries, a number, which would be excluded by our definition. The range is still being extended and an example of this is the establishment of special libraries by some local authorities. Many of these expend considerable sums of money equivalent to the outlay of large-scale industry, but until recently their officers did not have access to custom-designed special libraries (Ashworth, 1979).

Many U.S. corporations with international facilities have libraries in their foreign subsidiaries and affiliates. The interest in special libraries around the world was illustrated by the action of the International Federation of Library Association (IFLA) in 1976, when the Special Libraries Section was elevated to Divisional status. The Division of Special Libraries currently comprises six sections – administrative libraries, art libraries, biological and medical sciences libraries, geography and map libraries, science and technology libraries, and social science libraries (ALA, 1986).

At the present time, the special library provides two basic types of information service. The first is that provided in response to requests for information and encompasses reference and research services. The second is information service in anticipation of need and encompasses services designed to keep the library's clientele up to date on new and current information – usually described as current awareness services. The major effort in the special library is devoted to the dissemination of information through these services; all other functions support information services. Most special libraries do not function at a single level of service. The individual library operates

situationally at various levels, depending on the varying needs of its clientele. Nevertheless, the special library's ultimate goals to function at the maximum level of service when given the opportunity and resources to do so.

From the analysis of the characteristic of special library it can very well be seen that special libraries are set up to supply information on specific subjects rather than literature; they draw attention to its existence and so evoke the demand for it. The information may be demanded pin-pointedly, exhaustively and expeditiously, and it is the sincere duty of the special librarian to provide information that will be appropriate, factual and accurate. This requires special techniques connected with the filling and dissemination of information, *e.g.* current awareness service, selective dissemination of information, etc. It is the emphasis on the dissemination of information which has generated the terms like 'Information Bureau' (Khanna, 1985) or 'Information Center' for the special library and its librarian is designated as an 'intelligent officer', or 'information scientist' who is sacredly responsible for recording, organizing and disseminating the published information directly concerned with, and ancillary to the effective working of the parent organization.

### **Special Libraries in Bangladesh**

The early history of Bengal is obscure. It is very difficult to trace out the history of libraries before the 3rd century B.C. Mahasthangarh was founded in that period. From the 8th century A.D. Buddhism was introduced to Bengal. Salaban Vihar at Moinamati and Somapura Mahavihar at Paharpur were Buddhist universities had fame far and wide throughout Asia. The ruins of these Buddhist monasteries tell us that there were libraries attached to them (Ahmed, 1994).

During the 9th century A.D. the Pala dynasty came to power. The 3 (three) centuries of rule by the Pala kings is regarded as the classical period of Bengal history (Ahmed, 1994). They had established Royal libraries to preserve their literary, cultural and political heritage. The libraries also came into existence in Bengal as a result of the love of learning of many of its Muslim rulers. It was not only kings and princes who collected rich stores of literature for them enlighten, but noble men of all classes vied with one another in owning such collections. Often these libraries were availed of by persons other than their owners, and at times they were thrown open to the public every well-to-do lover of books had enough for his requirements in his own house, and that people also used to borrow books from one another and prepared copies of them for their own collections (Ahmed, 1994).

Although libraries have been in existence since the beginning of civilization, the special library is a recent concept in Bangladesh. The Second World War and its aftermath necessitated innumerable inventions in science and technology. The gravity of the situation resulted in the emergence of the special library, documentation and information centers. However, the growth and development of special libraries in Bangladesh started from 1965. There are many kinds of special libraries exist in our country, such as: Industrial library, which serves the research and development of industry; commercial library, which are concerned with such matters as banking, selling, exporting, and accountancy and trade; professional, which exists to serve the members of a profession in pursuit of their professional activities; government, which serves the departments responsible for finance, foreign affairs, law, labor, agriculture, education, health etc. including parliament libraries and the libraries attached to government institutions and departments (Ahmed, 1994).



It is estimated that there are more than 665 special libraries in the country (BANSDOC, 1996). The exact number of special libraries functioning in the field of science and technology is not known, since no efforts have so far been made in this regard. At the moment, it may be assumed that there is a library attached to each institute or organization, whether industrial, development or education. Based on this assumption, it may be said that there are over 150 special libraries attached to various government and private organizations and institutions currently engaged in the Research & Development activities in the field of science and technology in Bangladesh. These libraries are established, organized and administered by their parent organizations to meet specific information requirements. A few of the research libraries in the fields of science and social science are quite large, better organized and well equipped. They are attached to institutes and departments and mainly concentrated in Dhaka (capital city of Bangladesh). A large number of special libraries are small and many have originated after the emergence of Bangladesh. They are not yet equipped with professionally qualified librarians.

As a matter of fact, the progress of many special libraries is not satisfactory due to lack of proper attention of the concerned authority. Mention may be made of the big libraries which are attached to the Institute of Development Studies, Academy for Rural Development, Council of Scientific and Industrial Research, Agricultural Research Council, Bangladesh Bank, Small and Cottage Industries Corporation, Bangladesh Bureau of Educational Information and Statistics, Bangladesh Secretariat, Public Administration Training Center, Institute of Business Administration, Institute of Bangladesh Studies, Atomic Energy Center, Export Promotion Bureau, Planning

Commission, Ministry of Foreign Affairs, Ministry of Agriculture, The National Assembly and Bangla Academy (Ahmed, 1994).

### **Major Special Libraries in Bangladesh**

Special libraries, both government and privately funded, play an important role in Bangladesh and are an integral part of the library system of the country. Activities, functions, and performances of some of the important special libraries in Bangladesh are briefly discussed below:

#### **BANGLADESH NATIONAL SCIENTIFIC AND TECHNICAL DOCUMENTATION CENTER (BANSDOC)**

Bangladesh National Scientific and Technical Documentation Center (BANSDOC), originally a branch office of the then Pakistan National Scientific and Technical Documentation Center (PANSDOC), started functioning in 1962. After liberation, it was placed under the administrative control of BCSIR in 1972. As per the provision of the National Science and Technology Policy, which was adopted in 1968, BANSDOC was placed under the administrative control of the Science and Technology Division, Ministry of Education, in 1987, and emerged as an independent national organization for the first time. The National Science Library, which was established in 1983, was merged with BANSDOC in the same year. BANSDOC has been designated as the national apex body for the 3-tier national science and technology information system, having a provision for 4 (four) sectoral documentation centers at the 2nd tier, and the individual libraries and information centers at the 3rd tier. It has also been functioning

as a focal point of many regional and international scientific and technological information systems in the world, including the SAARC Documentation Center established in New Delhi, India (Library Association of Bangladesh, 1993).

BANSDOC is a multidisciplinary, Science and Technological Information and Documentation Center mandated to serve and facilitate the scientific community, entrepreneurs, planners and administrators of the country with the latest information and information materials from all over the country and the world as well. A Director deputed by the Ministry of Science and Technology heads the center consisting of five divisions.

### **Aims and Objectives of BANSDOC**

- a. to provide scientific and technological information to scientists, technologists, technicians, industrialists, planners and policy-makers with the ultimate goal of socioeconomic uplift of the country;
- b. to collect, process and store information and data on scientific research and experimental development in all branches of science and technology;
- c. to disseminate such information to researchers, irrespective of their affiliations whether they are engaged in research and academic institutions, planning organization, policy-making bodies or in the nationalized and private industries sector;
- d. to assist scientists and researchers to make contacts with researchers of other countries working in the same field of interest.

## Major Activities

To achieve the above aim and objectives, BANSDOC has been rendering the following essential services (BANSDOC, 1996):

- a. **Bibliographic Service:** Under this service, BANSDOC compiles lists of references in response to specific requests. It also compiles and publishes bibliographies on scientific and technological information materials of national importance. During 1993-1994, the Bibliography Division of BANSDOC prepared 70 bibliographic references.
- b. **Document Procurement Service:** Under this service, BANSDOC procures documents from home and abroad in response to specific requests. Records show that about 20% of the requests could be met from the internal resources, and 80% from the external sources. During 1993-1994, BANSDOC received 1,505 requests from different organizations and institutions for the procurement of documents, and of these, 917 were met. A total of 873 documents had to be brought from abroad. The major beneficiaries were the universities of the country.
- c. **Document Reproduction Service:** Under this service, BANSDOC makes photocopies or microfiches of documents in response to specific requests. Lengthy papers are procured from abroad in the form of microfilm in response to specific requests. A slide-making service is also offered. During 1993-1994, BANSDOC provided 122,957 pages of photocopies, 791 microfiches, 189 slides, 528 photographs, etc.

- d. **Scientific Contact Service:** Under this service, BANSDOC helps researchers make contacts with scientists abroad actively engaged in the same field of interest. A good number of researchers enjoyed the benefit of this service.
- e. **Translation Service:** Under this service, BANSDOC arranges, in a limited scale, the translation of articles in different languages.
- f. **Computer Service:** Under this service, BANSDOC has been developing databases and offering literature-searching service and retrieval of the needed information. BANSDOC has created several databases, covering different aspects.
- g. **Library Service:** Under this service, BANSDOC maintains a good collection of publications on science, technology and other related subjects. At the moment, BANSDOC Library has a total stock of about 16,000 books and receives as many as 180 national and international journals.
- h. **Inter-library Loan Service:** Under this service, BANSDOC borrows learning resources from other libraries of Bangladesh and also from abroad.

**BANSDOC Cyber Center:** [info@bansdoc.org](mailto:info@bansdoc.org)

BANSDOC recently has started a Cyber Center the first ever initiative by the Government sector in the Country with 5 workstations having machines with latest technology. The center has:

- Five (5) Pentium II IBM PCs;
- Multimedia CD-ROM Tower;

- Latest Software;
- Best working environment with all the machines at a time;
- Fastest Access facilities; and
- Expert available to help access.

The Center provides the following facilities:

- Gives a window to the wider world at any moment
- An excellent facility for Surfing:
  - a. WWW
  - b. E-mail
  - c. All Internet services
- Charge for every half-an-hour usage is Tk. 30.00 and print out is only Tk. 3.00 per page.

### **Reprographic Division**

#### **Equipments:**

- Computer interfaced Duplo Machine gives 120 copies per minute direct from Computer Compose.
- Mita 6090 Photocopier produces 60 copies per minute.
- Microfilm & Microfiche camera.
- Ordinary Photocopy machines-4.
- Spiral binding machines-2.
- Ordinary camera.
- Video camera VHS.

- Laminating and dry machine
- 35 mm slide projector.
- 16 mm line slide projector.
- Overhead projector and screen.
- Black and white and color enlarger.

### **Major Publications**

BANSDOC publishes a news paper bi-monthly. Besides the following are the periodicals which BANSDOC publishes:

- a. Directory of Scientists and Technologists of Bangladesh;
- b. Bangladesh Science and Technology Abstracts;
- c. Current Scientific and Technological Research Projects of Bangladesh;
- d. Survey of Research and Development Activities of Bangladesh;
- e. Science and Technology Information Newsletter (current awareness service);
- f. National Catalogue of Scientific and Technological Periodicals of Bangladesh;
- g. Directory of Bangladesh Research & Development Organizations and their Current Scientific and Technological Research Projects;
- h. BANSDOC Newsletter.

### **Cooperative Programs**

BANSDOC has cooperative program with many national, regional and international information/documentation centers. Some important ones are:

- Indian National Scientific Documentation Center (INSDOC)
- Pakistan Scientific and Technical Information Center (PASTIC)
- British Library Document Supply Center (BLDSC)
- National Library of Australia (NLA)
- Institute of Scientific and Technical Information of China (ISTIC)
- National Center for Science Information Systems (NACSIS), Japan
- Russian Academy of Sciences (RAS)
- SAARC Documentation Center (SDC), New Delhi, India
- Federation of International Documentation (FID), The Netherlands
- European Patent Office (EPO), The Netherlands
- European Commission (EC), Belgium
- UNESCO, France
- Science and Technological Information Center (STIC), Taipei, Taiwan.



### **Formulation of a Draft National Science and Technology Information Policy**

At the initiative of BANSDOC, a draft National Science and Technology Information Policy (NASTIP) has been prepared, following the guidelines mandated in the National Science and Technology Policy, which recognizes to develop a system capable of meeting the information needs of the country's R&D people. The draft National Science and Technology information Policy (NASTIP) aims to:

- a. ensure a suitable environment for collection, organization, storage, preservation, retrieval and dissemination of adequate and relevant literature and information;
- b. ensure maximum use of existing information resources and the development of library and information systems and services among the organizations/institutions engaged in R&D activities in the field of science and technology;
- c. ensure coordination, resource-sharing, interchangeability and appropriate linkage between different libraries, documentation and information centers for free flow of scientific and technological information and exchange of literature and expertise among different organizations and institutions;
- d. ensure creation of a corps of skilled library and information manpower in the field of science and technology; and
- e. ensure promotion of national, regional and international cooperation and liaison for exchange of scientific and technological information.

**\*\* Source: (Official Brochure of the Institution)**

### **AGRICULTURAL INFORMATION CENTER (AIC)**

The Agricultural Information Center (AIC) was established in 1988 in recognition of the pressing need for a national information system for effective promotion of cooperation and coordination in production and exchange of information in agriculture and allied sciences among the member institutes under the National Agricultural Research System (NARS). The AIC is also mandated to serve as the Focal Point of National Agricultural Information System (NAIS). All the agricultural research institutions of Bangladesh undertake research projects mainly with the financial assistance of Bangladesh Agricultural Research Council (BARC). BARC as the apex body monitors and evaluates research activities of all these organizations, and grants considerable funds for information inputs, like books, journals, computers, microfiche readers, etc (Nur, 1993).

#### **Aims and Objectives of AIC**

- to act as National Agricultural Information Center (NAIC) and the custodian of nationally produced agricultural literature;
- to establish an agricultural information network in the country by organizing a National Agricultural Information System (NAIS);
- to set up information linkages among national, regional and international agricultural organizations and institutions to serve as a depository for regional and international agricultural literature;
- to monitor and evaluate implementation of information services;

- to identify pertinent conventional and non-conventional agricultural literature and preserve them in hard copies, microforms, audio-visual media and in computer databases;
- to develop modern audio-visual and reprographic systems in agriculture;
- to establish gift and exchange relations with national, regional and international information centers; and
- to exchange ideas through participation in national, regional and international seminars and conferences.

### **Functions and Activities of AIC**

1. collect information on current agricultural literature, ongoing research and development projects, research and development institutions, education and training opportunities and resource persons in various fields of agriculture;
2. select, analyze and process national, regional and international agricultural documents useful to the users;
3. provide access to these documents for users;
4. collect and create computerized databases on national, regional and international agricultural information;
5. produce bibliographies, directories, etc. of national importance;
6. publish and distribute sell journal, research highlights, monographs, annual reports, booklets, leaflets, folders, brochures, act-sheets, etc.
7. provide selective dissemination of information, copies of documents, microfiches of conventional and non-conventional literature;

8. organize and provide training on information sciences to the personnel of the NARS institutes; and
9. function as the national center for the NARS and have access to international information systems, such as AGRIS, CARIS, CABI, etc., and regional agricultural information systems, such as SAIC, AIBA, NFIS, etc.

### **Facilities and Services Available**

- a. readers' and referral services;
- b. document-delivery service;
- c. computerized database searching;
- d. current awareness service;
- e. preservation of consultancy reports, organizational publications, bibliographies;
- f. literature searching using microfiche reader, etc (AIC, 1998).

**\*\* Source: (Official Brochure of the Institution)**

### **DISSEMINATION AND INFORMATION SERVICES CENTER (DISC) OF ICDDR,B**

ICDDR,B was established in 1978 as the successor to the Cholera Research Laboratory, which had been created in 1960. The Center is an independent, international, non-profit organization for undertaking and promoting research, clinical service, education, training, and dissemination of knowledge in diarrhoeal diseases and directly related subjects of nutrition and fertility. The Center maintains a Diarrhoeal

Diseases Information Services Center (DISC), the role of which is to support the research, training and dissemination of knowledge and activities of the Center's staff members. This support is provided in a variety of activities, such as information services, library services, publication services, and others. The library was established in 1962 (ICDDR,B, 2000).

### **Aims and Objectives**

The aims and objectives of the DISC of ICDDR,B are to (LAB Souvenir, 1993):

- a. to disseminate information on diarrhoeal disease related subjects;
- b. to encourage free flow of information on diarrhoeal disease related subjects;
- c. to help promote and encourage appropriate research work on diarrhoeal disease related subjects, and reduce duplication; and
- d. to optimize the application of improved practices.

### **Facilities Available and Services Offered**

- DISC has about 30,000 volumes of books and bound journals and 15,000 reprints and documents. The library receives about 400 current journals in the areas of medical and health sciences, population, nutrition, and statistics, anthropology, etc. The provision of library and information services includes a fairly representative journal collection, a lending book collection, major reference textbooks and other reference sources, an inter-library loan service, departmental book collection, and reference and bibliographic services, including

literature searches, and current awareness assistance. The upgraded information retrieval system, with databases on CD-ROMs, and Current Contents on diskettes, facilitates faster access to published information and literature.

- More than 400 of the Center's researchers, physicians, research support personnel, nurses, students, and many international trainees and visitors take advantage of the library's major facilities and services. Besides, researchers, teachers, physicians, and students from universities, NGOs, the Institute of Public Health, National Institute of Preventive and Social Medicine and others use the library frequently.
- DISC produces a quarterly journal of international repute (JDDR), an annotated bibliography (within the journal) (Bibliography on Diarrhoeal Diseases), two newsletters (Glimpse and Swasthya Sanglap), a new bulletin (ICDDR,B news), an annual report, monographs and occasional scientific and special publications.
- The library's borrowing facilities are available to the Center's staff members and those of the Institute of Public Health. DISC has extended its library facilities and information services by signing inter-library agreements with the National Health Library and Documentation Center, Bangladesh Institute of Development Studies, BIRDEM, Aga Khan Community Health Program and the US Agency for International Development.
- DISC has been developing four databases using the CDS/ISIS software. Databases have facilitated faster access to incoming books, monographs and new periodicals. Continued efforts are made to upgrade the DISC's service delivery and dissemination

channels to support its reputation as a specialized information center of excellence for diarrhoeal disease related topics.

- DISC disseminates information on incoming learning resources through a Fast Bulletin and the fortnightly current awareness bulletin, which includes a book acquisition list. The Fast Bulletin includes information on incoming issues of journals and periodicals, whereas the DISC Bulletin disseminates information on articles of relevance to the Center's scientists in particular.
- DISC has the following equipment: personal computers, CD-ROM player, laser-printing facilities, vacuum cleaner, duplicating machines, spiral binding machine, microfiche-making and reading facilities, microfilm readers, electric typewriters, etc.

**\*\* Source: (Official Brochure of the Institution)**

**BANGLADESH INSTITUTE OF DEVELOPMENT  
STUDIES LIBRARY & DOCUMENTATION  
CENTER (BIDS-LDC)**

The Bangladesh Institute of Development Studies (BIDS), previously known as the Pakistan Institute of Development Economics, began its life in Karachi in June 1957. In December 1970, the Institute with all its staff, library, and equipment was shifted to Dhaka. Up to 1973 it retained the name of Bangladesh Institute of Development Economics (BIDE). In 1974, the Bangladesh Institute of Development Studies Act XXIX, 1974, gave a fresh Parliament Charter the Institute. Since then

it is known as BIDS. BIDS, a multidisciplinary research organization, undertakes basic research on development problems of Bangladesh, and functions as an agency for promoting study, research and dissemination of knowledge in the fields of economics, demography and other branches of social sciences, including those relating to planning for national development and social welfare. It also provides training in socioeconomic analysis and research methodology for its professional staff and for members of other organizations from home and abroad, concerned with development problems (BIDS, 2000).

To support the researchers of the BIDS, and policy-makers, planners, administrators, and researchers of the government and non-government organizations, members of foreign diplomatic missions, officials of UN agencies, university teachers and students, etc., the BIDS has gradually built up one of the biggest and best libraries in the country in the field of social sciences. It provides different kinds of services, such as reference, referral, abstracting, indexing, current awareness, borrowing, inter-library loan, document delivery, computer-assisted database search, microfiche reading, advisory, etc.

### **Aims and Objectives**

- a. to identify, collect and store published as well as unpublished materials on social and economic development of Bangladesh since;
- b. to facilitate the sharing of information among the participating institutions of the network through the exchange and lending of information, document delivery, and dissemination of information;



- c. to support the Development Information Network for South Asia (DEVINSA) and other information programs, if necessary;
- d. to provide Current Awareness Services through the distribution of monthly bibliography, accession list and library bulletin to different institutions in Bangladesh;
- e. to compile a union catalogue of periodicals, different kinds of directories and national bibliographies in the field of socioeconomic development;
- f. to prepare and supply specialized bibliographies and to supply documents and other reference services on demand from the user community; and
- g. to organize workshops, seminars and short training courses relating to library, documentation and information services as and when occasion arises.

### **Facilities Available and Services Offered**

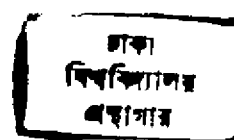
- The library and documentation center (LDC) has a total collection of about 1,25,000 and is manned by a staff of 17 personnel. The collection covers books and documents largely in the areas of economics, agriculture, demography, rural development, industry, human resources, and other branches of social sciences, relating to planning for national development and social welfare. The library receives over 800 current periodicals through subscription, exchange or gift from various national, regional and international institutions.
- The BIDS library maintains exchange relationships with over 350 organizations all over the world to acquire books,

documents and periodicals. The library materials are preserved in air-conditioned environment.

- The library has been designated as the depository library for the World Bank and United Nations University publications. A large number of World Bank and UN University publications are available for consultation.
- The library offers services, such as reference, current awareness, SDI, photocopy supply on payment, microfiche reading, referral, advisory as and when asked for by its users, inter-library loans, bibliography, indexing of special materials, preparation of directories and recent arrivals.
- The library has photocopier microfiche reader, personal computer, electronic scanner, spiral binding machine, electric typewriter, cyclostyle machines, overhead and slide projectors.
- The library has been developing databases for the following types of publications: publications published by the BIDS, DEVINSA abstracts and books and documents.
- It issues the following publications: CAS Bulletin (journal article), Library Bulletin (books), Library Bulletin (documents), Bibliographies (occasional), and World Bank Publications Bulletin.
- Besides the staff members of the BIDS, outsiders may use the library. The borrowing facility is limited to the BIDS staff and the associate members only. The reading facility is open to all. The library is kept open from 8.00 a.m. to 5.30 p.m. on all days, except the government holidays (Khan, 1993).

**\*\* Source: (Official Brochure of the Institution)**

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### **NATIONAL HEALTH LIBRARY AND DOCUMENTATION CENTER (NHLDC)**

The recognition of medical library potentials for educational, research and health-care purposes by our authorities, coupled with a survey of the medical institutions by the Asia Foundation in 1973 to assess the extent of damage inflicted on the medical institutions during the War of Liberation and the requirements for their rehabilitation, called for the immediate establishment of a central information agency to meet the information needs of the country's health professionals. As a result of this, the National Health Library and Documentation Center was established in 1974 at Mohakhali, Dhaka based on an agreement between the Asia Foundation and the Government of Bangladesh (NHLDC, 1999). The British Council also presented some biomedical books and journals of British origin on several occasions under the ODA Book Presentation Program. Since then, the progress in dissemination of health science information has been made. The proliferation of health science literature both within and outside the country, in the one hand, and the poor condition of the existing health science libraries in the country on the other hand, led to the growth of the national network of health science information system in 1975 with the National Health Library and Documentation Center as the apex body to: a) provide necessary central library services; b) give leadership within the national health information system; and c) participate in the planning and development of a national network to make the sharing of information resources and services more effective and efficient (Hoque, 1993).

### **Aims and Objectives of NHLDC**

1. collect, organize and preserve all health science literature issued in the country and abroad and promote their use;
2. establish national standards and criteria for health science library activities;
3. provide leadership among the health science libraries of the country for planning, developing and promoting information services;
4. conduct training courses for librarians and library users;
5. conduct research on the development of sound library and information systems and services; and
6. provide leadership in the national program for cooperative acquisition of foreign materials.

### **The Library's Functions include**

1. preparation of the national bibliography on health science publications and indexing of current and retrospective literature published in the indigenous health science serials;
2. offering bibliographic services to provide access to recorded information manually and with microcomputer;
3. contributing to national and international bibliographical projects;
4. preparation and publication of a directory of health science libraries and librarians, taking part in the resource network, newsletters, library manuals, and union catalogue of periodicals;

5. production of audio-visual materials for teaching, research and clinical use;
6. analyzing, synthesizing and evaluating learning resources and making them available for use;
7. serving as a clearing-house for the exchange of information at national and international levels, and also serving as the coordinating center for cooperative activities; and
8. providing information services to the government and to the library patrons.

### **Facilities Available and Services Offered**

NHLDC has four functional units: a) Administration; b) Technical services; c) Information Services; and d) Audio-visual teaching. The library has the following equipments: microcomputers, microfiche reader, printer, photocopier, duplicating machine and overhead, slide, filmstrip and sound projectors. NHLDC has a collection of books and bound journals. It receives about 150 foreign journals on subscription. It has also 5,000 microfiches, 150 motion pictures, 2,590 slides, 22 tapes, 101 filmstrips and 18 CD-ROM discs.

The library has been declared as the National Focal Point of Health Literature, Library and Information Services (HeLLIS) Network activities of the WHO-SEARO. Under this network activity, the library procures photocopies of journal articles for the users, free of charge, not available locally from: (a) regional sources; and (b) extra-regional sources. NHLDC indexes locally published health science current literature and has plans to produce a national bibliography of health sciences literature. It prepares an union list of periodical holdings of libraries participating in the network; provides literature searching

manually as well as through MEDLINE databases on CD-ROMs available at the library; produces audio-visual media for instructional and research purposes; offers photocopying services; publishes a HeLLIS newsletter; and offers a continuing education program for the librarians participating in the network and for the users of the network services. The library maintains inter-library loan relationships with major health science libraries, including the ICDD,B Library.

Students and teachers from the postgraduate medical institutes, medical colleges, pharmaceutical industries, universities, foreign agencies and researchers, paramedics and doctors, health administrators, and policy-makers avail of the reading room facilities. The library remains open from 8.00 a.m. to 8.00 p.m. from Saturday through Thursday, except Fridays and government holidays (NHLDC, 1999).

**\*\* Source: (Official Brochure of the Institution)**

### **SAARC AGRICULTURAL INFORMATION CENTER (SAIC)**

The SAARC Agricultural Information Center (SAIC) was established in 1988 in recognition of the pressing need for a regional information system for effective promotion of cooperation and coordination in production and exchange of information in agriculture and allied sciences among the Member States. The SAIC Governing Board, composed of one member from each SAARC country, formulates policies and oversees the function of the Center. The various activities of the SAIC are assigned to four complementary divisions: Publication,

Information, Computer and Reprographic Library. Each division is headed by one Deputy Director responsible for the implementation of the activities of the Division. The professional staff includes four Deputy Directors, one Information Specialist, one Computer Programmer, and one Reprographic Specialist. The Director and professional staff are supported by 41 general services staff (SAIC, 2000).

### **Aims and Objectives of SAIC**

The objectives of the SAIC broadly are to:

- a. to establish an agricultural information network with effective linkages with national institutions in the Member States;
- b. to identify and document all pertinent literature published and unpublished in the fields of agriculture sciences, including forestry, fisheries, livestock and allied disciplines;
- c. to serve the agricultural information needs of the Member States; and
- d. to promote new and better techniques, including training for handling and disseminating agricultural information.

### **Facilities Available and Services Offered**

- collect information on current agricultural literature, ongoing research and development projects, research and development institutions, education and training opportunities and resource persons in various fields of agriculture through the Member States' Focal Points in the network;
- select, analyze and process regional agricultural documents useful to regional users;

- provide access to these documents for users in the region;
- produce bibliographies directories, etc. of regional importance;
- provide selective dissemination of information, copies of documents, microfiches of conventional and non-conventional literature generated in the region;
- organize and provide training on information sciences to the personnel of the Member States; and
- function as the regional center for South Asia and have access to international information systems, such as AGRIS, CARIS, CABI, etc., and regional agricultural information systems, such as AIBA, FADINAP, NFIS, etc (LAB, 1993).

During the last decade, the SAIC has been growing satisfactorily. Technical and scientific work in agricultural information science has been initiated, and foundations are being laid for the future use of information needed for regional planning for prosperity of the SAARC region. Presently with the help of the AIC, the SAIC offers the following services for the local and international users: (a) readers' and referral services; (b) document delivery services; (c) computerized database searching; (d) current awareness service; (e) preservation of consultancy reports, organizational publications, bibliographies; and (f) literature searching using microfiche reader.

The completed and ongoing projects of the SAIC include: Directory of Agricultural Institutions in SAARC Countries; Directory of Agricultural Scientists and Technologists of SAARC Countries; database on fish diseases in the SAARC region; database on potato; Directory of Agricultural Periodicals of the SAARC Countries; Bibliography on Women in Agriculture in the SAARC Countries;



Bibliography on Agro forestry in the SAARC Region; Directory of On-going Research Projects in SAARC Member States.

The following equipments are used for offering services and facilities: plain paper copier, computers, printers (dot matrix and laser), franking machine for postal franking, microfiche, microfilm-making machines with readers/printers and typewriters.

### **Future Development**

SAIC is planning to intensify its activities in pooling information on agriculture of the SAARC countries. The Center will provide itself with latest data and information through computerization under broad-based programs. Dissemination of information among the SAARC countries would help develop fisheries, livestock, crop multiplication programs, and transfer of technology among them. SAIC also is developing plans to integrate research activities of the various agricultural research institutes in the SAARC countries.

**\*\* Source: (Official Brochure of the Institution)**

### **CENTER ON INTEGRATED RURAL DEVELOPMENT FOR ASIA AND THE PACIFIC (CIRDAP) LIBRARY**

CIRDAP (Center on Integrated Rural Development for Asia and the Pacific) is a regional, inter-governmental and autonomous institution. It was established in July 1979 by the countries of Asia and the Pacific Region at the initiative of the Food and Agriculture Organization (FAO) of the United Nations with support from other concerned UN bodies and donors. CIRDAP now has 11 member countries: Bangladesh (host country), India, Indonesia, Lao PDR, Malaysia, Nepal, Pakistan, the Philippines, Sri Lanka, Thailand and Vietnam. Operating in member countries through designated Contact Ministries and Link Institutions, the CIRDAP has access to government policy-makers, research and training institutions, and non-governmental organizations. The center was established to:

- a. to assist national action;
- b. to promote regional cooperation; and
- c. to act as a servicing institutions for alleviation of rural poverty through people's participation in development.

CIRDAP is thus, concerned with:

- a. agrarian development;
- b. institutional/infrastructural development;
- c. resource development including human resource; and
- d. employment.

The Documentation and Information Division, one of the five divisions of the CIRDAP, acts as a supporting unit and enables the CIRDAP to act the development for the Asia and the pacific region.

### **Aims and Objectives of CIRDAP**

The objectives of the Documentation and Information Division are as follows:

- a. assessment of information requirements and facilities available/ needed in the context of Integrated Rural Development;
- b. generation of relevant databases on Integrated Rural Development; and
- c. initiation and promotion of appropriate documentation and information services in order to act as a clearing-house on Integrated Rural Development for CMCs and others in the region.

### **Facilities Available and Services Offered**

The library, a unit of Documentation and Information Division, focuses on the collection and processing of source materials and information on rural development and relevant issues, and dissemination of the same. Accordingly, collection of selected published and unpublished materials, gathering of relevant information, creation and maintenance of bibliographic database and dissemination through various channels. Institutional documents, such as books, journals, brochures, program literature, reports of various research studies, proceedings of conferences, seminars and workshops, etc. from the countries of the region in general and CMCs in particular, form an important part of its total collection. Besides, the CIRDAP library is a depository center for the World Bank publications. Presently, the library has about 15,000 documents, and in addition, it subscribes to around 360 journals for purposes of documentation and database generation. It also holds non-book

materials, like microfilms and microfiches. The literature received in the library is scanned regularly to compile and circulate Current Awareness Bulletins, Documentation Lists, Accession Lists, etc. A computer has been installed with CDS/ISIS software in the library, and the existing manual set up is being automated. The bibliographic database contains 6,000 records and is increasing day by day. The library offers various services, such as document-delivery, reference, current awareness, computer searching, indexing, newspaper clipping, photocopy, reading facilities, etc. Now the library is open for outsiders, and membership facilities are extended for all.

**\*\* Source: (Official Brochure of the Institution)**

### **COMMUNITY DEVELOPMENT LIBRARY (CDL)**

Community Development Library (CDL) was founded in 1980 by a group of development activists to cater to the need of development agencies and social workers. Its main thrusts are (Community Development Library, n.d.):

- to provide development literature to concerned persons and organizations;
- to facilitate social research on wide ranging issues by arranging information and reference materials;
- to develop information communication through a network of urban and rural resource or information centers using both print and audio-visual methods;
- to carry out investigative reports/action research in order to provide input to planners and policy makers;

- to raise mass awareness through publications, workshops, seminars, study circle and networking activities;
- to promote development initiatives of different grassroots groups and organizations through advisory service, training and logistic support and introducing those initiatives to the larger audience through publications/videos;
- to work as a clearing house for all non-governmental initiatives through information and sales center;
- to lobby and campaign on pertinent issues at the local, national and regional level.

### **Sectoral Functions and Activities**

1. **Central Library/Documentation/Information Center:** This includes, among others, a lending section, as well as a reference section. The library is fully computerized. There is also an Information Desk on countries belonging to both North and South. Paper clippings on more than fifty subjects are regularly maintained and updated.
2. **Rural Information Resource Center:** Community Development Library (CDL) maintains a network of information/resource centers in the country, which includes two Divisional Centers, 15 Regional Centers, and 25 Local Centers.
3. **Research and Publication:** Research on contemporary and conceptual issues are undertaken on wide ranging subjects of global, regional and local concern. Important development literatures are translated from English to Bangla.

4. **Audio-visual Program:** An audio-visual unit equipped with necessary hardware and software is involved in news gathering, compilation, production of documentaries, reproductions, etc.
5. **Education Extension Program:** Primary education integrating basic literacy with health education, environmental awareness and vocational trainings provided to the children in slum areas.
6. **Development Resource Promotion:** Provides an outlet for in-house publications, as well as development literature of other Non-Government Organizations.

### **Services Provided**

The Documentation and Information Center (DIC) of CDL provides the following services for its users:

- Current Awareness Services (selective compilation of documents and features);
- Selective Dissemination of Information (SDI) services;
- Reference, referral and lending services;
- Constancy Services on Library Management;
- Awareness of users about the list of recent arrivals in the library;
- News clippings, compilation of articles and document delivery services;
- Reprographic Services;
- Bibliographic services on demand and in retrospect;
- Information about the list of forthcoming meeting, conference, seminar and workshop; and

- Advisory Services.

### **Areas of Interest**

- Development and Planning
- Environment
- Women in Development
- Human Rights
- Education and Culture
- Training
- Consumer Issues
- Poverty Alleviation
- Trade Union
- Disaster Management
- Health and Sanitation
- Peace and Disarmament

### **Library Collection**

• Books or monographs and research reports	24,000
• Government publications	22,000
• News-clippings (bound volume)	32,000
• Journal (bound)	1,800
• Journal and magazine	120 titles.

**\*\* Source: (Official Brochure of the Institution)**

### **BANGLADESH BUREAU OF EDUCATIONAL INFORMATION AND STATISTICS (BANBEIS)**

Bangladesh Bureau of Educational Information and Statistics (BANBEIS) is an institution which was created as an attached Department of the Ministry of Education and Culture, Government of the People's Republic of Bangladesh in 1977. The Bureau is responsible for collection, compilation and dissemination of educational information from Primary to University levels. In addition, the Bureau will act as:

1. National Documentation Center for educational matters.
2. National Focal Point for RINSCA (Regional Informatics Network for South and Central Asia of UNESCO).
3. Office authorized for computerized Monthly Pay Order (MPO) for teachers & other employees of all affiliated/recognized non-government educational Institutions.
4. MIS nucleus for education sector through computer data base to conform to the needs generated at home and abroad.

#### **Functions**

The functions of the department are furnished below:

- To collect, compile and disseminate all kinds of information and statistics relating to all stages of education in Bangladesh as well as in other countries.
- To work as the national documentation center in educational matters.
- To analyze and evaluate information and statistics on education and prepare reports, bulletins, etc.



- To make survey of all types of educational institutions.
- To compile lists of educational institutions, publish brochures, monographs, etc. on educational systems, courses, curricula, syllabi, etc.
- To publish educational data and information including reports on development activities, publish annual reports, periodicals, bulletins, etc.
- To exchange educational publications, information and data with various national and international organizations and agencies.
- To maintain a specialized library containing books, journals, reports, encyclopedia, etc. on education and allied subjects.
- To render assistance in educational research activities.
- To collect and consolidate necessary information and statistics for the purpose of replying to questionnaires and queries from international agencies like UNESCO, International Bureau of Education (IBE), etc.
- To computerize data collected for quick processing, analysis, storage and retrieval of all types and levels of educational institutions and teachers over the years (MIS in education sector).
- To act as the secretariat of National Focal Point for Regional Informatics Network for South and Central Asia (RINSCA, UNESCO).
- To prepare computerized monthly pay order (MPO) for all the teachers and other employees of all affiliated/recognized non-government educational institutions of the country in

cooperation and collection with the Directorate of Secondary and Higher Education, Ministry of Education.

### **Documentation, Library and Publication Division**

This division of the Bureau is responsible for management and execution of all educational documentation work, maintenance of a specialized Library and Documentation/Information Center on education, publication of reports, bulletins, yearbooks and other publications. It is a national documentation center for educational matters and maintains liaison with various national and international agencies for exchange of information. It provides information in response to queries and questionnaires on educational matters to international organizations, different countries and various ministries, government agencies and organization within the country. Among the regular recipients of information are the Ministry of Education and Planning Commission within the country and the international organizations including UNESCO, IBE, IIEP, UNICEF, APEID, ISESCO, Commonwealth Secretariat and various Universities and Institutions. It is also responsible for computerization of bibliographic information on education including establishment of a national and international network. It also organizes seminars, symposia, training programs on educational matters including management information systems, library and documentation services, etc.

## **Major Programs Undertaken**

So far major programs undertaken by BANBEIS are as under:

### **A. Survey/Census:**

- a. A nation-wide survey of all non-government educational institutions, 1980.
- b. Survey of primary education, 1981.
- c. Survey of all affiliated/recognized non-government educational institutions, schools, colleges, professional/technical/vocational institutions, 1984-85.
- d. Education Census, 1986 for the Districts of Chandpur, Manikganj, Nawabganj and Satkhira.

### **B. Training, Seminars and Workshops:**

- a. Training/Seminar on Methods for Projecting School Enrolment in Bangladesh, 3 – 13 March, 1980 (UNESCO-BANBEIS jointly sponsored).
- b. Training/Seminar on Educational Statistics, 5 – 15 July, 1982 (UNESCO-BANBEIS jointly sponsored).
- c. Training/Seminar on Systems Approach to Management, 4 – 9 September, 1982 (BMDC-BANBEIS jointly sponsored).
- d. 'Educational Simulation Model' – Training Workshop, 12 – 19 February, 1994 (UNESCO, BANBEIS jointly sponsored).

### **Title of the Important Publications**

- Statistical Profile of Education in Bangladesh. April, 1978.
- Educational System of Bangladesh: An Introduction. September, 1982.
- Primary Education Information [Bangla]. March, 1983.
- Educational System of Bangladesh, 1984 (Certificates, degrees and diploma awarded at various levels and types of education). June, 1985.
- Handbook of Educational Statistics (Annual).
- Statistics on Population and Education by Upazila/District. May, 1985.
- Report of the Training/Seminar on Educational Statistics. 1982.
- Output Statistics, 1947 – 1985.
- Educational Development and the Application of Information Technology in Education and Training in Bangladesh (a draft report). March, 1978 – 85.
- Educational Statistics of Bangladesh. 1986.
- Statistics on Primary Education, 1947 to 1983. 1985.
- Public Opinion Assessment Report for Development of Education System [Bangla]. January, 1984.
- Universalization of Primary Education. 1984.
- Information of Non-government Affiliated Primary/Secondary Schools/Madrassa and Colleges of Bangladesh (according to the survey of 1980). 1983.

- Information of Non-government Affiliated Primary/Secondary Schools/Madrassa and Colleges of Bangladesh (according to the survey of 1982). 1983.
- Education Census 1986, (Primary Report for the Districts of Chandpur, Manikganj, Nawabganj and Satkhira).

**\*\* Source: (Official Brochure of the Institution)**

## **Chapter 4**

### **Findings and Discussions of the Study**

## **Chapter 4**

### **Findings and Discussions of the Study**

The study has been prepared based on findings of the interview results of librarians, documentation officers, information professionals, scientists, specialists as well as advisors of the library and information centers and users to assess the marketing activities in the Special Libraries in Bangladesh. The study was conducted on 40 leading special libraries and information centers of Bangladesh. Among them only 3 special libraries e.g. RDA Library, BIBM Library and Grameen Trust Library did not respond. Major findings of the study are presented in this chapter in two sections. Section -I presents the findings of the institutional marketing strategy and section -II discusses the opinions of the users.

#### **Section - I**

##### **I. Institutional Information**

###### **Membership category**

In terms of membership by libraries and membership category, Table – 4.1 shows that only a limited number of libraries (BUET, SUL and BAUL etc.) have membership in all the categories. Almost half of the surveyed libraries

have no any registered members. This picture demonstrates a gloomy scenario of the attitudes of Bangladesh people toward knowledge gathering. The table also implies that specialized and technical libraries in Bangladesh have failed to generate a mechanism of internal revenue collection. This is true both in government sponsored and privately running libraries and information centers.

**Table – 4.1: Percentage distribution of different membership categories in libraries.**

Name of the Library	Membership category (%)				
	Teacher	Resear- Cher	PG Student	UG Student	Other
BANSDOC Library	-	-	-	-	-
DISC of ICDDR,B	1.42	10.56	0.72	0.22	3.59
NHLDC	-	-	-	-	-
AIC	-	-	-	-	-
SAIC	-	-	-	-	-
BIDS Library & Doc. Center	-	-	-	-	-
BANBEIS Library	0.34	0.26	-	-	1.44
BCSIR Library	-	26.08	-	-	-
CIRDAP Library	-	-	-	-	0.45
BUET Library	22.69	9.78	17.54	36.45	-
Shahjalal University Library	17.02	0.33	15.66	20.25	1.62
BAU Library (Mymensingh)	24.96	13.23	41.97	30.75	4.04
BIRDEM Library	1.99	3.26	7.83	-	-
IPGMR Library	-	-	-	-	-
BCS Admin Academy Library	-	-	-	-	-
Community Development Library	12.76	20.53	0.94	0.26	7.40
NIPORT Library	1.02	0.59	-	-	0.07
Bangladesh Bank Library	-	-	-	-	43.79
BARD Library (Comilla)	2.84	0.26	-	0.65	0.45



Table- 4.1 Contd.

Name of the Library	Membership category (%)				
	Teacher	Researcher	PG Student	UG Student	Other
NILG Library	0.68	0.65	–	0.25	0.27
ERDOC	–	–	–	–	0.92
BIISS Library & Doc. Center	–	–	–	–	–
Dept. of Environment LDC	–	–	–	–	–
BAEC Library	–	–	–	–	–
NGO Forum Library	–	–	–	–	–
IBA Library	1.70	0.65	3.76	2.59	–
ISWR Library	1.19	0.13	6.26	4.45	0.03
BPATC Library (Savar)	5.67	–	–	–	4.49
BLRI Library (Savar)	–	–	–	–	0.90
BINA Library (Mymensingh)	–	–	–	–	–
DCCI Library	–	–	–	–	26.94
NAEM Library	1.02	–	–	–	2.53
BRAC Library	1.42	0.65	1.25	3.24	–
NIPSOM Library	2.27	3.27	3.76	–	–
FRI Library (Mymensingh)	0.57	9.78	0.16	8.91	0.22
PIB Library	0.46	–	0.16	–	1.12
DMB Library	–	–	–	–	–
RDA Library	–	–	–	–	–
BIBM Library	–	–	–	–	–
Grameen Trust Library	–	–	–	–	–
<b>Total (N)</b>	<b>1763</b> (100%)	<b>1534</b> (100%)	<b>3193</b> (100%)	<b>12,346</b> (100%)	<b>11,186</b> (100%)

*Source: Field Survey*

### Library Management

A mixture in the library management has been observed in our study (Table- 4.2). Autonomous bodies and government nominated management committee manage a slight majority of specialized libraries. Number of NGOs, international and privately managed libraries in Bangladesh is very a few. It can thus safely be concluded that specialized libraries in Bangladesh are mostly governed, managed and controlled by government. Monopoly in the government-run libraries has many limitations. This monopoly nature of management has inflicted less competition and thereby de-motivated both users and knowledge seeker in advance knowledge gathering. This picture in no way, a health indicator for large-scale expansion of literacy base, which has been "de-facto" the case of Bangladesh.

**Table – 4.2: Showing the managing authority of sample libraries**

Name of Library	Managing Authority				
	Govt.	Autono-mous	NGO	Inter-National	Private
BANSDOC Library	-	✓	-	-	-
DISC of ICDDR,B	-	-	-	✓	-
NHLDC	✓	-	-	-	-
AIC	-	✓	-	-	-
SAIC	-	-	-	✓	-
BIDS-LDC	-	✓	-	-	-
BANBEIS Library	✓	-	-	-	-
BCSIR Library	-	✓	-	-	-
CIRDAP Library	-	-	-	✓	-
BUET Library	-	✓	-	-	-
Shahjalal University Library	-	✓	-	-	-
BAU Library (Mymensingh)	-	✓	-	-	-
BIRDEM Library	-	-	-	-	✓

Table- 4.2 Contd.

Name of Library	Managing Authority				
	Govt.	Autonomous	NGO	Inter-National	Private
IPGMR Library	✓	-	-	-	-
BCS Admin Academy Library	✓	-	-	-	-
CDL	-	-	✓	-	-
NIPORT Library	✓	-	-	-	-
Bangladesh Bank Library	-	✓	-	-	-
BARD Library (Comilla)	-	✓	-	-	-
NILG Library	✓	-	-	-	-
ERDOC	✓	-	-	-	-
BISS Library & Doc. Center	-	✓	-	-	-
Dept. of Environment LDC	✓	-	-	-	-
BAEC Library	✓	-	-	-	-
NGO Forum Library	-	-	✓	-	-
IBA Library	-	✓	-	-	-
ISWAR Library	-	✓	-	-	-
BPATC Library (Savar)	-	✓	-	-	-
BLRI Library (Savar)	✓	-	-	-	-
BINA Library (Mymensingh)	✓	-	-	-	-
DCC Library	-	✓	-	-	-
NAEM Library	-	✓	-	-	-
BRAC Library	-	-	✓	-	-
NIPSOM Library	✓	-	-	-	-
FRI Library (Mymensingh)	✓	-	-	-	-
PIB Library	-	✓	-	-	-
DMB Library	✓	-	-	-	-
RDA Library (Bogra)	-	-	-	-	-
BIBM Library	-	-	-	-	-
Grameen Trust Library	-	-	-	-	-
<b>Total</b>	<b>14</b>	<b>16</b>	<b>3</b>	<b>3</b>	<b>1</b>

Source: Field Survey

### Library Managing Committee

One striking finding of the study (Table – 4.3) is that, about one-third of the surveyed libraries has no management committee (only 11 out of 37 libraries), including many reputed and prestigious libraries. This finding clearly indicates the inefficiency of library management. A library management committee is need for many reasons including accountability, sustainability and reliability. Users or people will visit libraries only when they would find better accountability and long-run sustainability in their desired places. Perhaps, because of government domination over specialized libraries in Bangladesh this unfortunate situation has been prevailing in Bangladesh.

**Table – 4.3: Distribution of library having library-managing committee.**

Name of the Library	Library Managing Committee	
	Yes	No
BANSDOC Library	–	✓
DISC of ICDDR,B	✓	–
NHLDC	–	✓
AIC	✓	–
SAIC	–	✓
BIDS Library & Doc. Center	✓	–
BANBEIS Library	–	✓
BCSIR Library	✓	–
CIRDAP Library	✓	–
BUET Library	✓	–
Shahjalal University Library	✓	–
BAU Library (Mymensingh)	✓	–
BIRDEM Library	✓	–
IPGMR Library	✓	–
BCS Admin Academy Library	✓	–

Table- 4.3 Contd.

Name of the Library	Library Managing Committee	
	Yes	No
Community Development Library	✓	-
NIPORT Library	-	✓
Bangladesh Bank Library	✓	-
BARD Library (Comilla)	-	✓
NILG Library	✓	-
ERDOC	✓	-
BIISS Library & Doc. Center	✓	-
Dept. of Environment LDC	-	✓
BAEC Library	✓	-
NGO Forum Library	✓	-
IBA Library	✓	-
ISWR Library	✓	-
BPATC Library (Savar)	-	✓
BLRI Library (Savar)	-	✓
BINA Library (Mymensingh)	✓	-
DCC Library	✓	-
NAEM Library	-	✓
BRAC Library	✓	-
NIPSOM Library	✓	-
FRI Library (Mymensingh)	✓	-
PIB Library	✓	-
DMB Library	-	✓
RDA Library	-	-
BIBM Library	-	-
Grameen Trust Library	-	-
<b>Total</b>	<b>26</b>	<b>11</b>

*Source: Field Survey*

**Library Monitoring and Reviewing**

As expected, one-third of our sample libraries did not have any mechanism to review library activities including many government-sponsored libraries (Table – 4.4). This is perhaps owing to predomination of government-controlled libraries in Bangladesh. In the poor backward nation like Bangladesh, this is not unlikely. Inefficiency, less important, bureaucratic red-tapism and traditional mentalities etc. all are vividly reflected in Table-4.4. Unless a regular review of library activities are monitored, one may easily raise question regarding the efficacy of modern libraries. Furthermore, the 49 reviewing media of the total 37 libraries having review mechanism of library activities, management committee itself has reviewed about 60%. Importance of users is almost neglected in specialized libraries in Bangladesh. Only 12% of the sample libraries' activities have been reviewed by survey through questionnaire (Figure – 4.1). About 23% of the total sample libraries review activities through open forum; only 5.13% libraries have been using different techniques for reviewing library activities.

Table – 4.4: Distribution of library having mechanism to review library activities

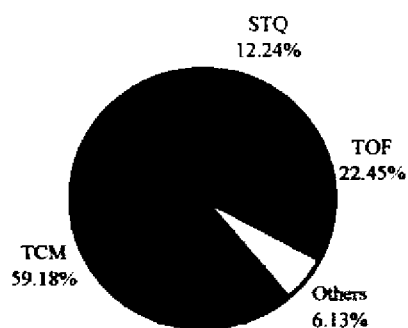
Name of the Library	Having mechanism	
	Yes	No
BANSDOC Library	✓	–
DISC of ICDDR,B	✓	–
NHLDC	✓	–
AIC	✓	–
SAIC	✓	–
BIDS Library & Doc. Center	✓	–
BANBEIS Library	✓	–
BCSIR Library	✓	–
CIRDAP Library	✓	–
BUET Library	✓	–
Shahjalal University Library	–	✓
BAU Library (Mymensingh)	✓	–
BIRDEM Library	✓	–
IPGMR Library	✓	–
BCS Admin Academy Library	✓	–
Community Development Library	✓	–
NIPORT Library	–	✓
Bangladesh Bank Library	✓	–
BARD Library (Comilla)	✓	–
NILG Library	–	✓
ERDOC	–	✓
BIISS Library & Doc. Center	✓	–
Dept. of Environment LDC	–	✓
BAEC Library	–	✓
NGO Forum Library	✓	–

Table- 4.4 Contd.

Name of the Library	Having mechanism	
	Yes	No
IBA Library	✓	–
ISWR Library	✓	–
BPATC Library (Savar)	✓	–
BLRI Library (Savar)	–	✓
BINA Library (Mymensingh)	✓	–
DCC Library	✓	–
NAEM Library	–	✓
BRAC Library	✓	–
NIPSOM Library	✓	–
FRI Library (Mymensingh)	✓	–
PIB Library	✓	–
DMB Library	✓	–
RDA Library	–	–
BIBM Library	–	–
Grameen Trust Library	–	–
<b>Total</b>	<b>29</b>	<b>08</b>

*Source: Field Survey*

**Figure – 4.1: Percentage distribution of having reviewing activities.**





### Library Records

Table – 4.5 demonstrates that about 90% of our sample libraries did maintain statistics regarding the various aspects of the libraries. A contradictory fact is revealed: a large number of government-sponsored libraries did not maintain statistics, including the most technical ones, having sophisticated computer lab. This clearly reflects the inefficiency and negligence towards the sector.

**Table – 4.5: Distribution of library statistics maintained by the libraries**

Name of the Library	Yes	No
BANSDOC Library	✓	–
DISC of ICDDR,B	✓	–
NHLDC	–	✓
AIC	✓	–
SAIC	✓	–
BIDS Library & Doc. Center	✓	–
BANBEIS Library	✓	–
BCSIR Library	✓	–
CIRDAP Library	✓	–
BUET Library	✓	–
Shahjalal University Library	–	✓
BAU Library (Mymensingh)	✓	–
BIRDEM Library	✓	–
IPGMR Library	✓	–
BCS Admin Academy Library	✓	–
Community Development Library	✓	–
NIPORT Library	✓	–
Bangladesh Bank Library	✓	–

Table- 4.5 Contd.

Name of the Library	Yes	No
BARD Library (Comilla)	✓	-
NILG Library	✓	-
ERDOC	✓	-
BIISS Library & Doc. Center	✓	-
Dept. of Environment LDC	✓	-
BAEC Library	✓	-
NGO Forum Library	✓	-
IBA Library	-	✓
ISWR Library	-	✓
BPATC Library (Savar)	✓	-
BLRI Library (Savar)	✓	-
BINA Library (Mymensingh)	✓	-
DCC Library	✓	-
NAEM Library	-	✓
BRAC Library	✓	-
NIPSOM Library	✓	-
FRI Library (Mymensingh)	✓	-
PIB Library	-	✓
DMB Library	-	✓
RDA Library	-	-
BIBM Library	-	-
Grameen Trust Library	-	-
<b>Total</b>	<b>30</b>	<b>07</b>

*Source: Field Survey*

**Strength of Library Staff**

With respect to the strength of library staff in different categories, Table –4.6 shows that the major portions of the employees in most libraries are non-professional category. A few numbers of libraries this situation is found exceptional. About 55% libraries have a very limited number of semi-professional library staff. The table also shows that both governments dominated and private libraries did not maintain the staff recruitment rules. As a result the libraries have been suffering seriously from quality control in terms of measurement, good management, arrangement, organization and administration.

In our sample the total numbers of library staff in different categories are 481 (Table – 4.6); of which 31.81% of the professional library staff having both masters and diploma in library and information science and about 9.15% of the semi-professional library staff having 6 months certificate course in library and information science. About 60% of the non-professional staff having other degrees than library and information science. The prevailing situation if persists will pose problems for the development of professional librarianship in Bangladesh.

Table – 4.6: Percentage distribution of total strength of library staff

Name of Library	Strength of Staff Category							
	Professional		Semi-prof.		Non-prof.		Total	
	No.	%	No.	%	No.	%	No.	%
BANSDOC Library	7	46.67	1	6.66	7	46.67	15	100
DISC of ICDDR,B	6	66.67	-	-	3	33.33	9	100
NHLDC	4	17.39	1	4.35	18	78.26	23	100
AIC	9	39.13	2	8.70	12	52.17	23	100
SAIC	1	50.00	-	-	1	50.00	2	100
BIDS Library & Doc. Center	5	29.41	4	23.53	8	47.06	17	100
BANBEIS Library	5	45.45	1	9.10	5	45.45	11	100
BCSIR Library	3	25.00	1	8.33	8	66.67	12	100
CIRDAP Library	2	28.57	1	14.29	4	57.14	7	100
BUET Library	13	33.34	8	20.51	18	46.15	39	100
Shahjalal University Library	5	26.32	1	5.26	13	68.42	19	100
BAU Library (Mymensingh)	13	14.29	6	6.59	72	79.12	91	100
BIRDEM Library	5	38.46	1	7.69	7	53.85	13	100
PGMR Library	5	35.71	-	-	9	64.29	14	100
BCS Admin Academy Library	2	33.33	1	16.67	3	50.00	6	100
Community Development Library	3	42.86	-	-	4	57.14	7	100
NIPORT Library	3	60.00	-	-	2	40.00	5	100
Bangladesh Bank Library	10	35.71	1	3.57	17	60.72	28	100
BARD Library (Comilla)	3	23.08	2	15.38	8	61.54	13	100
NILG Library	3	30.00	2	20.00	5	50.00	10	100
ERDOC	2	50.00	-	-	2	50.00	4	100
BIISS Library & Doc. Center	6	54.55	-	-	5	45.45	11	100
Dept. of Environment LDC	1	25.00	1	25.00	2	50.00	4	100
BAEC Library	1	20.00	1	20.00	3	60.00	5	100
NGO Forum Library	1	100.0	-	-	-	-	1	100
IBA Library	4	26.67	3	20.00	8	53.33	15	100
ISWR Library	2	25.00	2	25.00	4	50.00	8	100
BPATC Library (Savar)	7	53.85	-	-	6	46.15	13	100

Table- 4.6 Contd.

Name of Library	Strength of Staff Category							
	Professional		Semi-prof.		Non-prof.		Total	
	No.	%	No.	%	No.	%	No.	%
BLRI Library (Savar)	2	50.00	-	-	2	50.00	4	100
BINA Library (Mymensingh)	2	50.00	-	-	2	50.00	4	100
DCC Library	3	60.00	-	-	2	40.00	5	100
NAEM Library	2	20.00	3	30.00	5	50.00	10	100
BRAC Library	2	33.33	-	-	4	66.67	6	100
NIPSOM Library	3	30.00	1	10.00	6	60.00	10	100
FRI Library (Mymensingh)	3	50.00	-	-	3	50.00	6	100
PIB Library	4	40.00	-	-	6	60.00	10	100
DMB Library	1	100.0	-	-	-	-	1	100
RDA Library	-	-	-	-	-	-	0	100
BIBM Library	-	-	-	-	-	-	0	100
Grameen Trust Library	-	-	-	-	-	-	0	100
<b>Total</b>	<b>153</b>	<b>31.81</b>	<b>44</b>	<b>9.15</b>	<b>284</b>	<b>59.04</b>	<b>481</b>	<b>100</b>

*Source: Field Survey*

### Library Staff Position

The table - 4.7 shows that there is no similarity on the staff position of one library to another library in Bangladesh. For example: in one library it was found that librarian is holding a professor's rank, whereas in another the position is equivalent to a lower level government officer. The other problem is that there is no similarity on staff designation. For example, the assistant librarian of one library is drawing the better salary than the librarian of another library; or the documentation officer is drawing higher scale than the librarian of another library. Lack of standardized staff position does also clearly demonstrate uncoordinated library activities in Bangladesh.

**Table – 4.7: Percentage distribution of library staff position**

Designation	No.	Percent (%)
Senior Librarian	7	1.46
Librarian	28	5.82
Deputy Librarian	21	4.37
Assistant Librarian	36	7.48
Documentation Officer	17	3.53
Cataloguer	31	6.44
Library Assistant/Other Professional	57	11.85
Non-professional	284	59.04
<b>Total</b>	<b>481</b>	<b>100</b>

#### **Staff Qualification and Training**

With respect to staff qualification, results indicate that only 29 (23.77%) library staff having post graduate Masters degree. Surprisingly we did not find any graduate degree holding library staff in our sampled libraries. Most of the library staff has a 6 months certificate course on library and information science in Bangladesh. Lack of professionalism is thus revealed from the above fact, raising the quality of service providers in a highly technical arena of information services.

**Table – 4.7.1: Percentage distribution of library staff qualification**

Qualification	No.	Percent (%)
Post Graduate Degree	29	23.77
Graduate Degree	–	–
Diploma in Library & Information Science	56	45.90
Certificate Course	37	30.33
<b>Total</b>	<b>122</b>	<b>100</b>

### **Training Programs for Library Staff**

With respect to training programs organized by the libraries, the result (Table – 4.8) shows that only 40.54% (15) libraries have organized training programs in different times for their staff members and others attended from other libraries. Only a few libraries e.g. BANSDOC, DISC of ICDDR,B, NHLDC, BANBEIS, CIRDAP, CDL, etc. have arranged formal training programs regularly. Many special libraries make a distance from other libraries; these are not maintaining any liaison with their neighboring libraries for arranging or attending training programs.

Table – 4.8: Distribution of training programs for library staff

Name of the Library	Training Programs	
	Yes	No
BANSDOC Library	✓	–
DISC of ICDDR,B	✓	–
NHLDC	✓	–
AIC	✓	–
SAIC	–	✓
BIDS Library & Doc. Center	–	✓
BANBEIS Library	✓	–
BCSIR Library	✓	–
CIRDAP Library	✓	–
BUET Library	–	✓
Shahjalal University Library	–	✓
BAU Library (Mymensingh)	✓	–
BIRDEM Library	–	✓
IPGMR Library	–	✓
BCS Admin Academy Library	–	✓
Community Development Library	✓	–
NIPORT Library	–	✓
Bangladesh Bank Library	–	✓
BARD Library (Comilla)	–	✓
NILG Library	–	✓
ERDOC	–	✓
BIISS Library & Doc. Center	✓	–
Dept. of Environment LDC	–	✓
BAEC Library	–	✓
NGO Forum Library	–	✓



Table- 4.8 Contd.

Name of the Library	Training Programs	
	Yes	No
IBA Library	✓	-
ISWR Library	✓	-
BPATC Library (Savar)	✓	-
BLRI Library (Savar)	-	✓
BINA Library (Mymensingh)	-	✓
DCC Library	✓	-
NAEM Library	✓	-
BRAC Library	-	✓
NIPSOM Library	-	✓
FRI Library (Mymensingh)	-	✓
PIB Library	-	✓
DMB Library	-	✓
RDA Library	-	-
BIBM Library	-	-
Grameen Trust Library	-	-
<b>Total</b>	<b>15</b>	<b>22</b>

*Source: Field Survey*

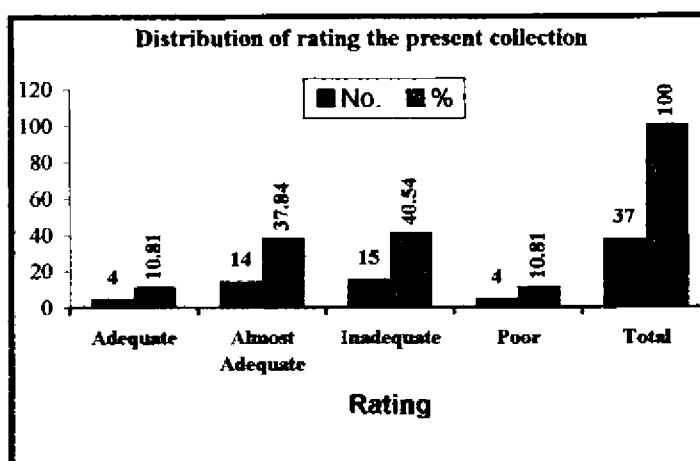
## II. Library Collection

### Rating of Present Collection

Existing collection among the surveyed libraries has been extremely poor. Figure - 4.2 demonstrates that out of 37, only 10.81% libraries responded as adequate in their collection. In fact, no library has balanced collection on their respective fields, but some libraries satisfactorily reacted as they have adequate collection. Only 37.84% libraries responded as that they have almost adequate collection; 40.54% libraries responded as that their collection is inadequate and only 10.81% libraries replied that they have a

very poor collection relating to information services for users. But physical verification of some selected libraries did indicate inconsistency in their responses, that is, adequate collection is hardly to be found in any special libraries in Bangladesh.

**Figure – 4.2: Percentage distribution of rating the present collection**



### **Journals being Subscribed by Leading Special Libraries**

Information regarding journals regularly are subscribed by leading 5 libraries of Bangladesh are presented in table – 4.9. The table shows that BANSDOC Library subscribed 53.12% national and 46.88% international journals; DISC of ICDDR,B subscribed a total of 217 titles and all these are international journals, NHLDC subscribed 33.33% national and 66.67% international journals; BIDS Library & Documentation Center subscribed only 4% national and 96% international journals, BIISS Library & Documentation Center subscribed 25% national and 75% international of journals.

In terms of numbers, international journals subscriber is extremely poor of all the 5 leading sample libraries in Bangladesh. Only two libraries, e.g. DISC of ICDDR,B and BIISS Library & Documentation Center are found to be at satisfactory levels. Apart from this, majority of the libraries did not

subscribe any research journal though they are designated as specialized library.

**Table – 4.9: Percentage distribution of journals being subscribed by leading 5 special libraries in Bangladesh**

Name of Library		National	International	Total
BANSDOC	No.	34	30	64
	%	53.12	46.88	100
DISC of ICDDR,B	No.	–	217	217
	%	–	100	100
NHLDC	No.	20	40	60
	%	33.33	66.67	100
BIDS Library & Doc. Center	No.	2	48	50
	%	4.00	96.00	100
BIISS Library & Doc. Center	No.	50	150	2-
	%	25.00	75.00	100
Total	No.	106	485	591
	%	17.94	82.06	100

### Library Collection

Library collection of leading five special libraries during the last five years is depicted in Table – 4.10. The collection rate of BANSDOC Library is gradually decreasing, but the same rate of the other 4 libraries e.g. DISC of ICDDR,B, AIC, BIDS Library & Documentation Center and CDL are satisfactory. The rate however, varies from year to year. The DISC of ICDDR,B purchased 1520 reading materials in the year of 1998-99; but in the year of 2000-01 the library purchased only 751 reading materials and in the year of 2001-02 it purchased 1121 reading resources. The fact is equally true for other leading libraries. In general, the collection rate of other special libraries is very poor.

**Table – 4.10: Distribution of growth of collection of leading 5 libraries during last five years**

Financial Year	Total Collection Added				
	Library – 1 BANSDOC	Library – 2 ICDDR,B	Library – 3 AIC	Library – 4 BIDS	Library – 5 CDL
2001 – 02	350	1121	700	2735	2417
2000 – 01	400	751	450	1658	1285
1999 – 00	500	1060	380	1770	2725
1998 – 99	500	1520	350	980	2180
1997 – 98	450	1336	320	1647	1730

#### **Collection of Some Leading Special Libraries**

Subject-wise collection rate shows that BANSDOC Library is specialized in Engineering (18.13%), Medical Sciences (16.29%), Agriculture (15.16%), Chemistry (14.38%) and Computer Science (12.18%) out of total 7,060 materials. In the case of DISC of ICDDR,B, collection on Nutrition, Diarrhoeal Diseases and Child Health-related is prominent. AIC has a very rich collection only on Agriculture apart from others such as Soil, Forestry and Fisheries. The major areas of CDL are History (19.80%), Rural Development (16.97%), Environment (15.35%) and Women (14.95%) respectively.

**Table – 4.11: Percentage distribution of subject areas where collection is stronger of leading 4 libraries**

Subject	Library									
	BANSDOC		DISC of ICDDR,B		AIC		CDL		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Agriculture	1070	15.16	-	-	6-0	40.48	-	-	7070	10.31
Biology	890	12.60	-	-	-	-	-	-	890	1.30
Chemistry	1015	14.38	-	-	-	-	-	-	1015	1.48
Children/Child Health	-	-	4300	19.62	-	-	2500	10.10	6800	9.92
Computer Science	860	12.18	-	-	-	-	-	-	860	1.25
Diarrhoeal Diseases	-	-	5200	23.72	-	-	-	-	5200	7.59
Economics & Rural Sociology	-	-	-	-	860	5.80	-	-	860	1.25
Engineering	1280	18.13	-	-	-	-	-	-	1280	1.87
Environmental Science	-	-	-	-	445	3.01	3800	15.35	4245	6.19
Family Health	-	-	2015	9.19	-	-	-	-	2015	2.94
Fisheries	-	-	-	-	1015	6.85	-	-	1015	1.48
Forestry	-	-	-	-	23-	15.52	-	-	2300	3.36
Health	-	-	-	-	-	-	2500	10.10	2500	3.65
History	-	-	-	-	-	-	4900	19.80	4900	7.15
Livestock	-	-	-	-	1000	6.75	-	-	1000	1.46
Medical Sciences	1150	16.29	-	-	-	-	-	-	1150	1.68
Microbiology	-	-	745	3.40	-	-	-	-	745	1.09
Nutrition	-	-	6600	30.11	-	-	-	-	6600	9.63
Physics	795	11.26	-	-	-	-	-	-	795	1.16
Politics	-	-	-	-	-	-	3150	12.73	3150	4.60
Population Sciences	-	-	1260	5.75	-	-	-	-	1260	1.84
Reproductive Health	-	-	1800	8.21	-	-	-	-	1800	2.63
Rural Development	-	-	-	-	-	-	4200	16.97	4200	6.13
Soil	-	-	-	-	3200	21.59	-	-	6900	10.07
Women	-	-	-	-	-	-	3700	14.95	3700	5.40
<b>Total</b>	<b>7060</b>	<b>100</b>	<b>21920</b>	<b>100</b>	<b>14820</b>	<b>100</b>	<b>24750</b>	<b>100</b>	<b>68550</b>	<b>100</b>
<b>Total collections (%)</b>	<b>10.30</b>		<b>31.98</b>		<b>21.62</b>		<b>36.11</b>		<b>100</b>	

### III. Library Users

#### Frequency of Library Users

Table – 4.12 highlights the user category of all surveyed libraries. In BANSDOC Library, about 73% students use the library daily; teacher is 3.65%, researcher 3.65% and scientists 1.46%. The same picture has been observed in AIC, BIDS-LDC and CDL. In DISC of ICDDR,B the scenario is however, different. Most of the users of this library are researchers and students. Among the total 88 users, about 40% researchers and 35% students daily use the library. The scenario is highly frustrating in other libraries.

**Table – 4.12: Percentage distribution of number of users using the library daily of leading 5 (five) libraries**

User Category	Library									
	Library – 1 BANSDOC		Library – 2 ICDDR'B		Library – 3 AIC		Library – 4 BIDS LDC		Library – 5 CDL	
	No.	%	No.	%	No.	%	No.	%	No.	%
Teacher	5	3.65	8	9.09	5	7.25	15	7.50	30	19.35
Researcher	5	3.65	35	39.78	10	14.49	50	25.0	25	16.13
Scientist	2	1.46	5	5.68	4	5.80	5	2.50	10	6.45
Govt. Officer	5	3.65	5	5.68	3	4.35	30	15.0	15	9.68
Student	100	72.99	30	34.09	22	31.88	50	25.0	40	25.81
	20	14.60	5	5.68	25	36.23	50	25.0	35	22.58
<b>Total</b>	<b>137</b>	<b>100</b>	<b>88</b>	<b>100</b>	<b>69</b>	<b>100</b>	<b>200</b>	<b>100</b>	<b>155</b>	<b>100</b>

### IV. Infrastructural Facilities

#### Hardware Available

The number of hardware available in leading 5 libraries is depicted in Table-4.13. The table shows that BANSDOC Library has installed 15 computers, 1

scanner 5 reprographic tools and 5 audiovisual materials. The status is encouraging for the DISC of ICDDR,B, AIC BIDS-LDC and CDL also. These libraries have the sufficient number of hardware for providing automation services. The picture of other special libraries is however, painful; each of them has only one or two computers only. Literally they are doing nothing rather than word processing functions and official corresponding.

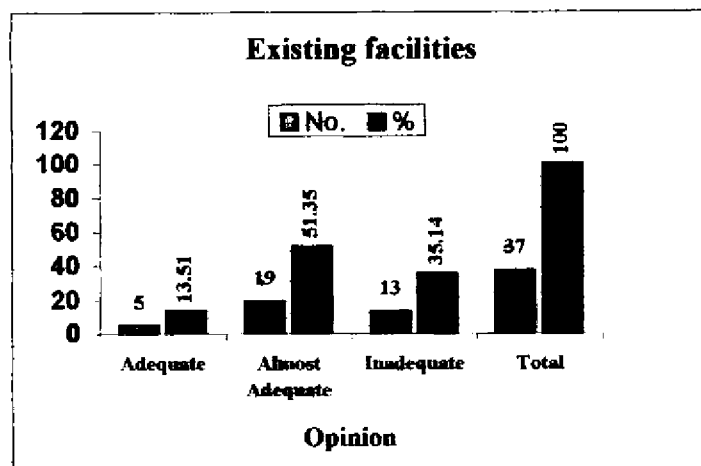
**Table – 4.13: Showing the number of hardware available in five leading libraries**

Hardware Available	Library – 1 BANSDOC	Library – 2 CDDR'B	Library – 3 AIC	Library – 4 BIDS LDC	Library – 5 CDL
Computer	15	16	11	6	7
Scanner	1	1	-	1	1
Reprographic tools	5	1	8	3	2
AVM	5	4	6	2	4
<b>Total</b>	<b>26</b>	<b>22</b>	<b>25</b>	<b>12</b>	<b>14</b>

#### **Users' Opinion on Existing Facilities**

The opinions about existing infrastructural facilities of the special libraries in Bangladesh are disappointing (Figure – 4.3), only 13.51% libraries responded as adequate in their infrastructural facilities and they are completely satisfied. About 51% responded as almost adequate about their infrastructural facilities while 35.14% libraries responded dissatisfaction in their existing facilities. This unusual picture has been observed in both private and public special libraries in Bangladesh.

Figure – 4.3: Percentage distribution of users' opinion about existing facilities



## V. Library/Information Products and Services

### Nature of Activity

The table – 4.14 shows that 54.05% of libraries prepared Current Awareness Bulletin and 56.76% libraries prepared Periodical Holding List as their major activities. Most of the libraries did not perform activities like. Preparation of Subject Bibliography, Directory, Newsletter, Indexing and Abstracting Journals, Union List of Serials and Audio-Visual Materials. Highest nature of activities is found in Newsletter (70.27%) and Union List of Serials (75.67%).

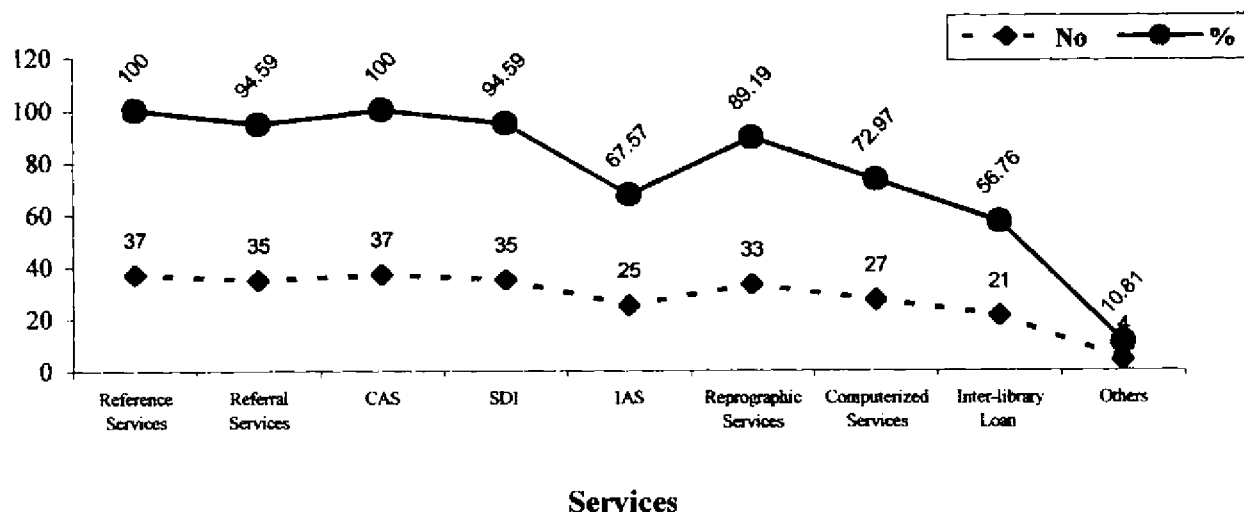


**Table – 4.14: Percentage distribution of nature of activity on library products/publication**

Library Product/Publication		Nature of Activity			
		Major	Minor	None	Total
Current awareness bull	No.	20	7	10	37
	%	54.05	18.92	27.30	100
Subject bibliography	No.	11	11	15	37
	%	29.73	29.73	40.54	100
Directory	No.	2	6	29	37
	%	5.41	16.22	78.37	100
Newsletter	No.	9	2	26	37
	%	24.32	5.41	70.27	100
Indexing/abstracting jr	No.	12	7	18	37
	%	32.43	18.92	48.65	100
Periodical holding list	No.	21	5	11	37
	%	56.76	13.51	29.73	100
Union list of serials	No.	7	2	28	37
	%	18.92	5.41	75.67	100
Audio-visual materials	No.	6	1	30	37
	%	16.22	2.70	81.08	100

### Library's Information Services

Figure – 4.4 demonstrates that, 100% of the surveyed libraries provided Reference Services and Current Awareness Services (CAS). About 90% of libraries provided Referral Services, Selective Dissemination of Information (SDI) services and Reprographic Services. About 73% provided Computerized Services and about 68% are providing Indexing and Abstracting services.

**Figure – 4.4: Percentage distribution of services provided by library/information center****Note:**

CAS = Current Awareness Services

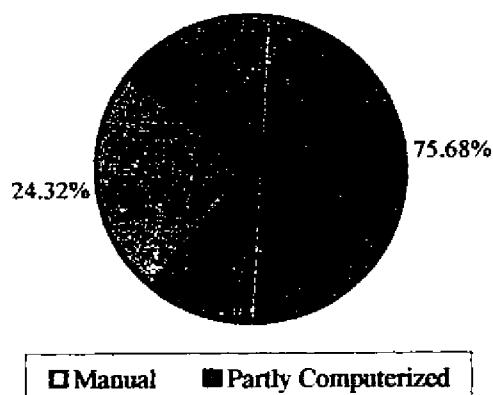
SDI = Selective Dissemination of Information

IAS = Indexing and Abstracting Services

**Distribution of Library Operation**

In terms of distribution of library operations, Figure – 4.5 reveals that no library was fully computerized at all. 24.32% of libraries were operated manually. The services of a large portion of sample libraries (about 76%) were partly computerized. Although the scenario is very encouraging; but the real picture is not as much as satisfactory. Most of the surveyed libraries have one or more computers; but they are doing nothing rather than only acquisition of some reading materials through CDS/ISIS or any other related software.

**Figure – 4.5: Percentage distribution of library operations**

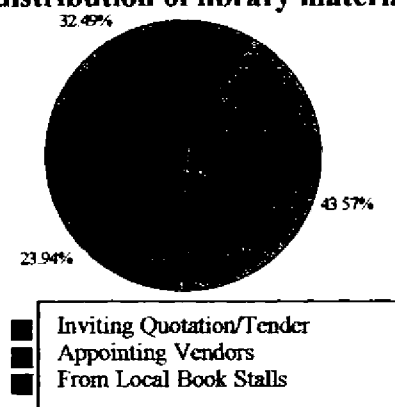


## VI. Acquisition

### Library Resources Purchasing

Figure – 4.6 shows that about 69% of the sample libraries purchased their reading resources through inviting quotations/tenders, about 38% libraries purchased through appointing vendors and about 52% of surveyed libraries were purchased from local book stalls. Efficiency, honesty and transparency are essential requisites for purchasing reading resources; but in our country this aspect is highly questionable.

**Figure – 4.6: Percentage distribution of library materials purchasing methods**



### Methods of Periodical Subscription

The Figure - 4.6a and 4.6b indicate that about 57% sample libraries subscribed journals from inland direct from publishers and only 37.84% subscribed through agents. On the contrary, in the case of foreign journal about 63% of libraries subscribed their journals through agent and about 49% libraries subscribed direct from publishers. In most cases, the publishers do not continue the supplying of the copies of journals.

Figure - 4.6(a&b): Percentage distribution of methods of periodical subscription

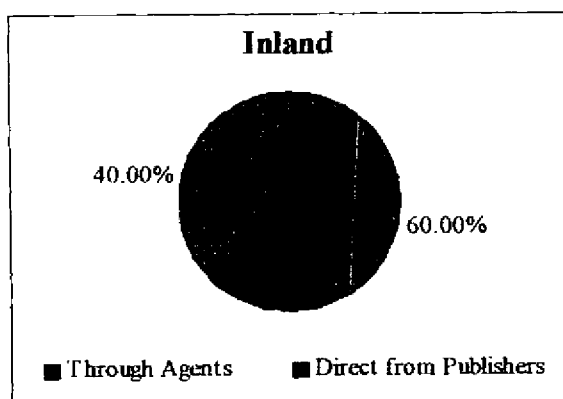


Figure 6a

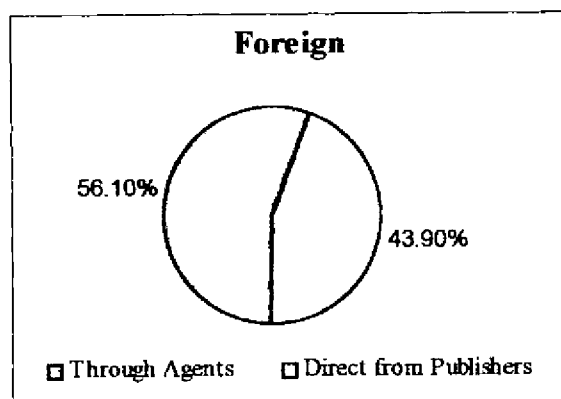
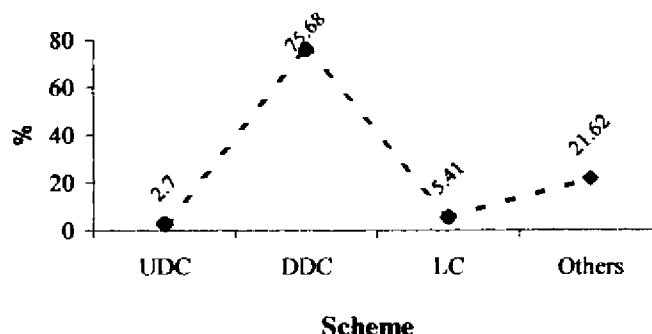


Figure 6b

## VII. Processing

### Using Classification Scheme

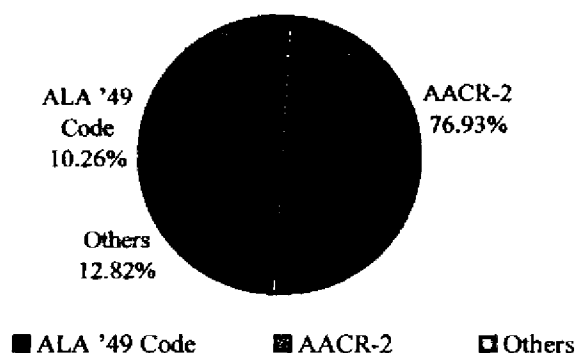
The Figure - 4.7 indicates that most of the sample libraries (about 76%) have been using Dewey Decimal Classification (DDC) Scheme for organizing their library resources. In fact, the scheme is very popular and it is widely used across the globe. All the medical science libraries or health information centers in Bangladesh have also been used their own special classification scheme recognized by World Health Organization (WHO). Only 21.62% sample libraries are using this scheme.

**Figure – 4.7: Percentage distribution of use of classification scheme****Note:**

DDC = Dewey Decimal Classification  
 UDC = Universal Decimal Classification  
 LC = Library of Congress Classification

**Catalogue Codes for Processing**

Another significant finding of the study (Figure – 4.8) is that, a greater majority of the surveyed libraries e.g. 81.08% special libraries have been using Anglo-American Cataloguing Rules-2 (AACR-2) Code for processing their reading resources. These rules have been recommended by the Library of Congress. It is also world wide popular. Some libraries (10.81%) have also been used another popular cataloguing code, e.g. ALA' 49 (American Library Association), which was more popular before AACR-2.

**Figure – 4.8: Percentage distribution of catalogue code following for processing****Note:**

ALA '49 = American Library Association  
 AACR-2 = Anglo-American Cataloguing Rules

### Compiling Bibliographies

About 52% of our sample libraries did compile bibliography (Table – 4.15). It is very contradictory that a large number of government sponsored special libraries (48%) did not compile bibliography, although it is the indispensable part of library's functions and activities. Irresponsibility, inefficiency and negligence in accountability have also been revealed relating to the mentioned information.

**Table – 4.15: Distribution of libraries compiling bibliography**

Name of the Library	Yes	No
BANSDOC Library	✓	-
DISC of ICDDR,B	✓	-
NHLDC	✓	-
AIC	-	✓
SAIC	-	✓
BIDS Library & Doc. Center	✓	-
BANBEIS Library	-	✓
BCSIR Library	✓	-
CIRDAP Library	✓	-
BUET Library	✓	-
Shahjalal University Library	-	✓
BAU Library (Mymensingh)	✓	-
BIRDEM Library	✓	-
IPGMR Library	-	✓
BCS Admin Academy Library	-	✓
Community Development Library	✓	-
NIPORT Library	✓	-
Bangladesh Bank Library	-	✓

Table- 4.15 Contd.

Name of the Library	Yes	No
BARD Library (Comilla)	-	✓
NILG Library	✓	-
ERDOC	-	✓
BIISS Library & Doc. Center	✓	-
Dept. of Environment LDC	-	✓
BAEC Library	✓	-
NGO Forum Library	✓	-
IBA Library	✓	-
ISWR Library	✓	-
BPATC Library (Savar)	-	✓
BLRI Library (Savar)	-	✓
BINA Library (Mymensingh)	-	✓
DCC Library	✓	-
NAEM Library	✓	-
BRAC Library	-	✓
NIPSOM Library	-	✓
FRI Library (Mymensingh)	-	✓
PIB Library	-	✓
DMB Library	-	✓
RDA Library	-	-
BIBM Library	-	-
Grameen Trust Library	-	-
<b>Total</b>	<b>19</b>	<b>18</b>

*Source: Field Survey*

### Preparing Indexes and Abstracts

As expected, two-third of our sample special libraries has been arranging indexes and abstracts (Table - 4.16) regularly. These are the secondary sources of literature that help the researchers to enter into the primary sources of knowledge. Unfortunately, another 35% of libraries did not prepare any index or abstract and most of them are government-supported special libraries in Bangladesh. Without indexing and abstracting services no library can survive.

**Table – 4.16: Distribution of libraries preparing indexes and abstracts**

Name of the Library	Yes	No
BANSDOC Library	✓	–
DISC of ICDDR,B	✓	–
NHLDC	✓	–
AIC	✓	–
SAIC	✓	–
BIDS Library & Doc. Center	✓	–
BANBEIS Library	✓	–
BCSIR Library	✓	–
CIRDAP Library	✓	–
BUET Library	✓	–
Shahjalal University Library	–	✓
BAU Library (Mymensingh)	✓	–
BIRDEM Library	✓	–
IPGMR Library	–	✓
BCS Admin Academy Library	–	✓
Community Development Library	✓	–
NIPORT Library	✓	–



Table- 4.16 Contd.

Name of the Library	Yes	No
Bangladesh Bank Library	-	✓
BARD Library (Comilla)	-	✓
NILG Library	✓	-
ERDOC	-	✓
BISS Library & Doc. Center	✓	-
Dept. of Environment LDC	-	✓
BAEC Library	✓	-
NGO Forum Library	✓	-
IBA Library	✓	-
ISWR Library	✓	-
BPATC Library (Savar)	✓	-
BLRI Library (Savar)	-	✓
BINA Library (Mymensingh)	-	✓
DCC Library	✓	-
NAEM Library	✓	-
BRAC Library	-	✓
NIPSOM Library	-	✓
FRI Library (Mymensingh)	-	✓
PIB Library	✓	-
DMB Library	-	✓
RDA Library	-	-
BIBM Library	-	-
Grameen Trust Library	-	-
<b>Total</b>	<b>24</b>	<b>13</b>

*Source: Field Survey*

## VIII. Information Technology and Services

### Library's Computerization Programs

Table - 4.17 shows that 97.30% of libraries have initiated for computerization program. Only a few libraries have literally installed computers for automation practice and these are functioning for acquisition, cataloguing, serials control, circulation as well as the listing of current contents. Most of the sample libraries in Bangladesh have one or two computers for automation and these are used for acquisition, cataloguing or serial control; but in most cases the program has not been continuing on a regular basis.

**Table - 4.17: Distribution of libraries having computerization of services**

Name of the Library	Yes	No
BANSDOC Library	✓	-
DISC of ICDDR,B	✓	-
NHLDC	✓	-
AIC	✓	-
SAIC	✓	-
BIDS Library & Doc. Center	✓	-
BANBEIS Library	✓	-
BCSIR Library	✓	-
CIRDAP Library	✓	-
BUET Library	✓	-
Shahjalal University Library	✓	-
BAU Library (Mymensingh)	✓	-
BIRDEM Library	✓	-
IPGMR Library	✓	-
BCS Admin Academy Library	-	✓

Table- 4.17 Contd.

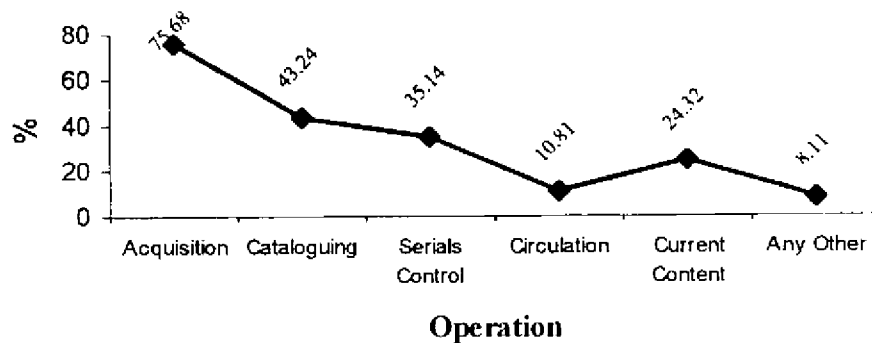
Name of the Library	Yes	No
Community Development Library	✓	-
NIPORT Library	✓	-
Bangladesh Bank Library	✓	-
BARD Library (Comilla)	✓	-
NILG Library	✓	-
ERDOC	✓	-
BISS Library & Doc. Center	✓	-
Dept. of Environment LDC	✓	-
BAEC Library	✓	-
NGO Forum Library	✓	-
IBA Library	✓	-
ISWR Library	✓	-
BPATC Library (Savar)	✓	-
BLRI Library (Savar)	✓	-
BINA Library (Mymensingh)	✓	-
DCC Library	✓	-
NAEM Library	✓	-
BRAC Library	✓	-
NIPSOM Library	✓	-
FRI Library (Mymensingh)	✓	-
PIB Library	✓	-
DMB Library	✓	-
RDA Library	-	-
BIBM Library	-	-
Grameen Trust Library	-	-
<b>Total</b>	<b>36</b>	<b>01</b>

*Source: Field Survey*

### Computer Based Library Operation

Figure – 4.9 shows that out of 37, about 76% of surveyed libraries have initiated activities for Acquisition as library operation. The table also shows that about 44% of libraries are doing cataloguing and about 35% libraries are functioning for serials control. Only 10.81% libraries are using computers for circulation and about 25% libraries are using for current content. In fact, the practical scenario is absolutely different, most of the sample libraries are doing nothing rather than acquisition of materials.

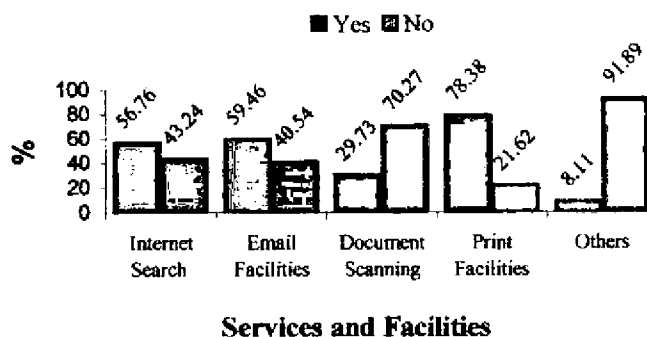
Figure – 4.9: Percentage distribution of computer based library operations



### IT Services and Facilities

The most striking findings of the study (Figure – 4.10) are that out of 37 sample libraries, about 57% are providing internet search facilities, 59.46% have email facilities, about 80% are providing print facilities and about 30% are also providing document scanning facilities. A nominal rate is charged from the users for providing these facilities. Although libraries and information centers are considered as non-profit organizations in Bangladesh; but very recently these are doing such functions for making them as profit-making organizations.

Figure – 4.10: Percentage distribution of libraries with IT services and facilities

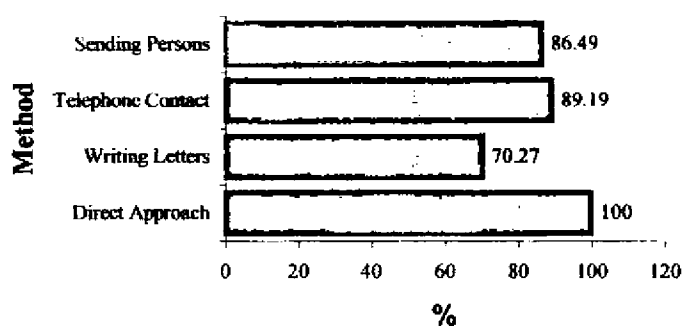


## IX. Inter Library Loan Services

### Nature of Users' Information Seeking

Figure – 4.11 shows that cent percent libraries have been using the Direct Approach Method with respect to information gathering from users when they need, about 90% of sample libraries responded as Telephone Contact, about 87% by Sending Persons and about 70% by Writing Letters.

Figure – 4.11: Percentage distribution of methods of getting information from users when they need

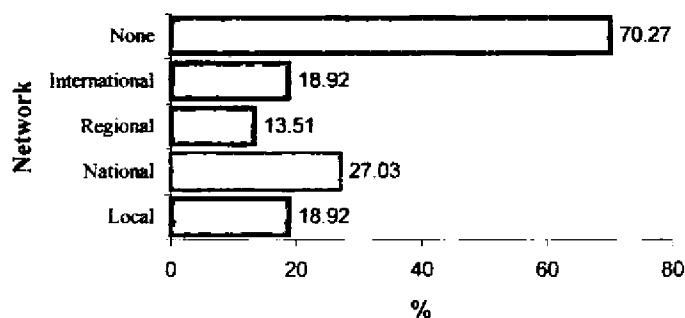


## X. Library Network

### Library's Resource Sharing Networks

As expected, about two-third (70%) of our sample libraries did not participate any resource-sharing network including many government-sponsored libraries (Figure – 4.12). In the poor backward nation like Bangladesh, the bureaucratic attitudes, traditional mentality and negligence of higher authority may be attributed for this disappointing picture, whereas in modern days, without resource sharing network a library remains handicapped.

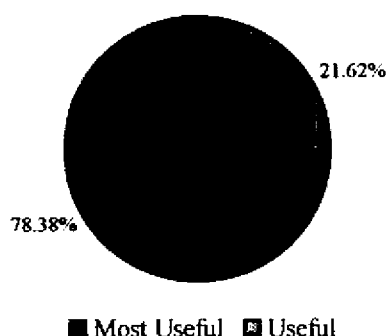
Figure – 4.12: Percentage distribution on resource sharing networks



### Opinions on Importance of Networking

The opinions about the importance of networking of libraries in the prevailing situation of Bangladesh are depicted in Figure – 4.13. The figure indicates that out of 37 sample libraries, about 79% responded resource sharing is as Most Useful. The finding also shows that all the libraries and librarians are very much interested to establish library network and join them for sharing resources to provide better information service for users.

**Figure – 4.13: Percentage distribution of opinion about the importance of networking of libraries in Bangladesh**



## XI. Library Finance and Budgeting

### Library Expenditure for Last Five Years

The table – 4.18 demonstrates that only one sample library e.g. DISC of ICDDR,B, allocates a sound budget( about 42.18% of 1053.7 Lac taka) during the last 5 years. The other two sample libraries, e.g. BANSDOC and BCSIR Library got 205.0 (19.46%) and 284.2 (26.97%) lac taka respectively for the last five years. The situation of other 34 sample libraries is not at all encouraging.

**Table – 4.18: Distribution of library expenditure for last five years of leading five libraries (Figures in Tk. Lakh)**

Library	Purpose	Financial year					Total
		2-10002	2-0-01	1999–	1998-99	1997-98	
BANSDOC	Books	10.0	5.5	3.0	5.0	5.0	28.5
	Periodicals	40.0	29.0	32.0	31.5	35.0	167.5
	Others	-	-	-	-	-	-
	Total	50.0	34.5	35.0	36.5	40.0	196.0

Table- 4.18 Contd.

DISC	Books	8.0	6.5	4.5	5.5	4.5	29
	Periodicals	105.5	95.5	75.0	69.5	70.0	415.5
	Others	-	-	-	-	-	-
	Total	113.5	102.0	79.5	75.0	74.5	444.5
BIDS-LDC	Books	5.5	4.5	5.0	4.5	4.0	23.5
	Periodicals	10.6	9.5	15.0	10.5	18.5	64.1
	Others	-	-	-	-	-	-
	Total	15.1	14.0	20.0	15.0	22.5	86.6
BCSIR	Books	3.0	3.0	5.5	5.0	5.0	21.5
	Periodicals	60.0	57.2	50.0	50.0	45.5	262.7
	Others	-	-	-	-	-	-
	Total	63.0	60.2	55.5	55.0	50.5	284.2
FRI	Books	0.5	4.0	0.8	1.5	1.0	7.8
	Periodicals	2.5	8.0	2.8	3.0	3.5	19.8
	Others	-	3.5	1.0	0.8	0.5	5.8
	Total	3.0	15.5	4.6	5.3	5.0	33.4
		Library					Total
		BANSDOC	DISC	BIDS-LDC	BCSSIR	FRI	
Total Expenditure	Tk.	196	444.5	86.6	284.2	33.4	1044.7
	%	18.8	42.5	8.3	27.2	3.2	100

### Sources of Finance of Libraries

Table – 4.19 shows that the government is the main source of finance accounting for 60 percent of the total budget in our sampled libraries, 40.54% of total libraries mentioned parent body and about 30% obtained fund from the international organization as their sources of finance. The table also indicates that the government budget is very limited comparing with international organizations.



**Table – 4.19: Percentage distribution of sources of finance for the library**

Sources of Finance	Percentage
International Organization (outside Bangladesh)	20.00
Government	40.00
Parent Body	27.27
University Grants Commission	7.27
Others	5.45

### **Marketing Practices, Functions and Activities**

With respect to marketing practices, functions and activities, Table – 4.20 shows that, about two-thirds of the surveyed libraries did not developed annual marketing plan and program on product, price, promotion, and distribution services. Also the said libraries have not yet carrying out any periodic studies to determine the contribution and effectiveness of marketing activities, programs for marketing information system (MKIS), designing marketing activities for user services, assigning library staff to analyze, plan and implement the marketing information, etc. The scenario is overall gloomy and highly frustrating compared to many nations similar to Bangladesh settings.

**Table – 4.20: Percentage distribution of libraries making marketing practices, functions and activities**

<b>Marketing Programs and Practices</b>	<b>Yes (No.)</b>	<b>No (No.)</b>	<b>Yes (%)</b>	<b>No (%)</b>
a. Development of Annual Marketing Plan	11	26	29.73	70.27
b. Periodic Studies for Effective Marketing Program	6	31	16.22	83.78
c. Having Marketing Information System	9	28	24.32	75.68
d. Designing Marketing Activities for User Service	10	27	27.03	72.97
e. Staff Assigned to Analyze and Implement the Marketing Programs	4	33	10.81	89.19
f. Need for Staff Training in Marketing Programs	16	21	43.24	56.76
g. Staff Understanding of Marketing Inf. Concept	24	13	64.86	35.14

### **Using Media to Publicize the Library Products and Services**

About 90% of sample libraries publicize their function, activities, systems and services through announcements and discussion in meetings, through telephone contact, one-to-one discussions when the users are in library and through one-to-one discussions in or outside the library (Table – 4.21). About 70% of special libraries publicize through sending personal letters, 56% through Newsletters, Brochures, etc. and about 52% through posturing in front of the libraries. This picture may be due to inadequate collection, and partly owing to authority's reluctance to allocate budget for purchasing library resources.

**Table – 4.21: Percentage distribution of libraries used media to publicize the library products and services**

<b>Publicity Media</b>	<b>Percent (%)</b>
By Announcements and Discussion in Meetings	16.51
By Newsletters, Brochures, etc.	9.91
By Posters in the Library	8.96
By Hand-outs	3.77
By Newspapers	0.94
By Sending Personal Letters	12.26
By Telephone Contact	15.09
By one-to-one when the users are in library	16.98
By one-to-one discussions in or outside the library	15.57

## Section – II

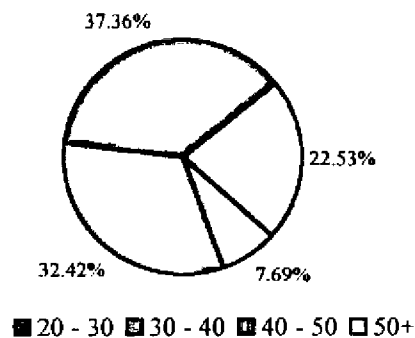
### Opinions of the Users

The section is prepared based on data collected from the 182 users. The sample includes researchers, teachers, scientists, specialists, professionals and students. Data collection is done by the researcher through a semi-structured questionnaire.

#### Demographic Characteristics of the Users

Figure – 4.14 shows that a highest number (about 38%) of library users are 30–40 age categories and the second category (20–30) is about 33%, most of which are students. About 23% users are 40–50 age categories and a good number of them are either teacher or researcher. This result demonstrates a depressing scenario of the attitudes of teachers, researchers and specialists toward using libraries for knowledge gathering. The table also shows that only 7.69% of users are above 50 age category. In fact, most of the library users have a bad impression on library, library collection and their services rendered.

**Figure – 4.14: Percentage distribution of age category of library users**



### **Purpose of Visits the Library**

The purpose of visit is embedded in (Table – 4.22). About 97% users responded that they came for reading general books and about 93% of users responded that they came for searching periodical articles. The table also shows that a slight majority (64.84%) of users came to the library for research purpose. Only 45.60% of users came to the library for using information technology (IT) facilities. A very small number of libraries have been providing IT facilities for users and they are not satisfied with their services. Moreover, all the sample users have suggested introducing IT facilities in library operation and make it available for users' services.

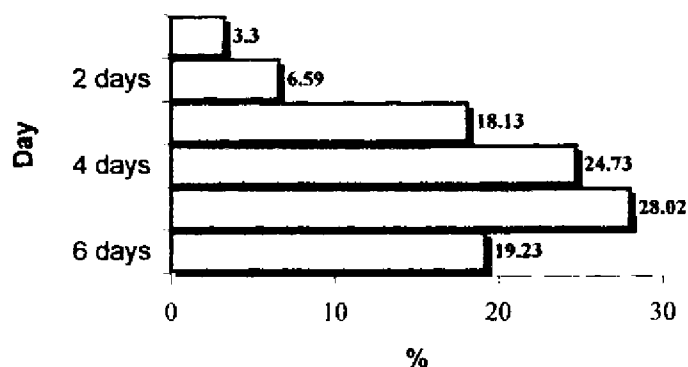
**Table – 4.22: Percentage distribution of respondents regarding purpose of visiting the library**

<b>Purpose of Visit the Library</b>	<b>Percent (%)</b>
Reading General Books	26.19
For Research Purpose	17.56
Searching Periodical Articles	25.00
Using IT (Information Technology) Facilities	12.35
Using Audio-visual Materials	3.27
Consulting Library Authority for Needed Info.	13.10
Others	2.53

### Visiting the Library in a Week

Frequency of library visit is depicted in Figure – 4.15. Only a limited number of users (19.23% out of 182) have visited the library 6 days in a week. About 28% have visited the library 5 days and 25% visited the library 4 days respectively in a week. Only 18.13% users visited the library 3 days in a week. This picture vividly reveals that the library users of Bangladesh are not habituated in reading general books and research materials. A researcher/teacher or a student should be available in the library at least 5 days in a week. Unfortunately, a very small number of researchers, teachers, students as well as scientists in our country come to the library 5/6 days in a week.

Figure – 4.15: Percentage distribution of days visit the library in a week



### Information Seeking by Users

With respect to priority rank of various categories of information that the users frequently look for in the sample libraries, table – 4.23 displays that 102 library users (out of 182) have given first priority on 'Reference Information or Materials', 29 and 30 users have given first priority on 'Current Information' and 'Periodicals' respectively. Only 21 users have responded as first priority on 'Textbooks'.

**Table – 4.23: Distribution of information seeking by users according to priority rank**

Types of Information	Average Point	Priority Rank				
		1	2	3	4	5
Reference Information	3.70					
Textbooks	3.76					
Current Information	4.31					
Conf./Seminar Proceedings	4.42					
Periodicals	4.81					

### Priority Rank of Information Services

A mixture in the need of information services and distribution of priority rank by the users has been observed in our study (Table – 4.24). Only 68 sample users (out of 182) have given first priority on 'CAS & SDI Services' and each 24 users have also given second, sixth and seventh priority on these services respectively. The maximum numbers of users (56) have given second priority on 'Reference and Referral Services'. The table also shows that there is no satisfactory rank for 'Indexing and Abstracting Services', 'Reprographic Services', 'Using Periodicals' and 'Internet Services'.

**Table – 4.24: Distribution of priority rank of information services according to the needs of the users**

Need of Information Services	Average Point	Priority Rank								
		1	2	3	4	5	6	7	8	9
Ref. & Referral Service	3.02	■								
CAS & SDI Services	3.34		■							
Audio-visual Services	3.92			■						
Index. & Abst. Services	4.69				■					
Internet Services	4.78					■				
Reprographic Services	4.80						■			
Using Periodicals	6.05							■		
Bibliographic Services	6.60								■	
Translation Services	7.78									■

#### **Level of Satisfaction/Dissatisfaction by Information Services**

With respect to users' satisfaction/dissatisfaction level on various information services, table – 4.25 reveals that around 50% of library users were fully satisfied in library's photocopy services and 28.57% were satisfied with reference services. A limited number of users responded that they are satisfied with some important information services e.g. reference book (47%), 40.66% were satisfied with reference services (41%) and 35.71% were also satisfied with photocopy services. Most of the users did not make any comment on manuscripts and on interlibrary loan services, microfilms and audiovisual services respectively. The table reveals that a greater number of library users are not totally satisfied with the library's core services mentioned here as well as the library staff.



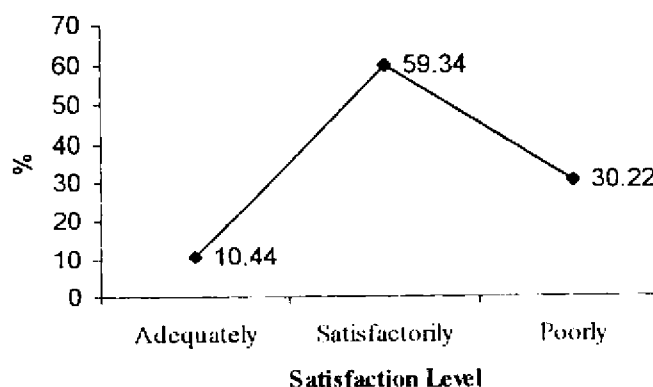
**Table – 4.25: Percentage distribution on level of satisfaction/ dissatisfaction rank by information services**

Information Services	Level of Satisfaction/Dissatisfaction									
	Fully Satisfied		Satisfied		Marginally Satisfied		Fully Dissatisfied		No Comment	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
Manuscripts	-	-	-	-	-	-	4	2.20	178	97.80
Books (text)	34	18.68	47	25.82	18	9.89	83	45.60	-	-
Periodicals	08	4.40	28	15.38	44	24.18	102	56.04	-	-
Journals	19	10.44	26	14.29	34	18.68	91	50.00	12	6.59
Reference Book	28	15.38	86	47.25	45	24.73	23	12.64	-	-
Photocopy Services	92	50.55	65	35.71	-	-	25	13.74	-	-
Computer Services	14	7.69	42	23.08	14	7.69	112	61.54	-	-
Audio-visual Service	-	-	12	6.59	-	-	64	35.16	106	58.24
Document Loan	32	17.58	33	18.13	9	4.95	87	47.80	21	11.54
Required Information	25	13.74	52	28.57	39	21.43	66	36.26	-	-
Indexing Services	17	9.34	43	23.63	08	4.40	105	57.69	09	4.95
Abstracting Services	08	4.40	37	20.33	20	10.99	117	64.29	-	-
Current Jour./Book	-	-	20	10.99	29	15.93	133	73.08	-	-
Reference Services	52	28.57	74	40.66	38	20.88	18	9.89	-	-
Inter-library Loan	-	-	-	-	-	-	36	19.78	146	80.22
Micro Film	-	-	-	-	-	-	48	26.37	134	73.63

### Users' Satisfaction on Existing Library Collection

As expected, no sample user out of 182 (including teacher, student, researcher, scientist, specialist and professional) was found to express most adequately satisfy with the existing library collection (Figure – 4.16). Only 10.44% users responded that they are adequately satisfied and a greater part (about 60%) expressed as satisfactorily level. Only 30.22% sample users responded as poorly satisfied.

**Figure – 4.16: Percentage distribution of users' satisfaction level on the existing library collection**



### Techniques of Users' Awareness

A mixture in the techniques of users' awareness about the new arrivals of library has been observed in our study (Table – 4.26). Almost cent per cent of the sample users responded that they are aware of information/new arrivals through library staff and this is the basic function of a library. A majority of users also responded that they are also aware of new arrivals through their friends. Some others are responded through professionals and technical meeting. In fact, personal communication technique is observed in our study the primary sources for awareness about the new arrivals of the library.

**Table – 4.26: Percentage distribution of techniques of users' awareness about the new arrivals of library**

Techniques of Users' Awareness	Percent (out of 182)
Through Friends	68.13
Through Library Staff	100.00
Through Professionals	47.25
Through Technical Meeting	40.11

### Problems of Existing Information Services

Users were asked to rank the major problems as they faced while using information services in libraries. Their mean responses were tabled in - 4.27. The first priority has been found on insufficient IT (Information Technology) facilities by 66 library users (out of 182), second priority by 20 users and third priority has also been given by 36 user on the same problem. In another case, the first priority has been given on insufficient reading resources by 60 users, second priority by 48 users and third priority has been given by 28 users respectively. Moreover, lack of proper information services, insufficient infrastructural facilities, lack of proper organization of resources is also the important problems in our special libraries.

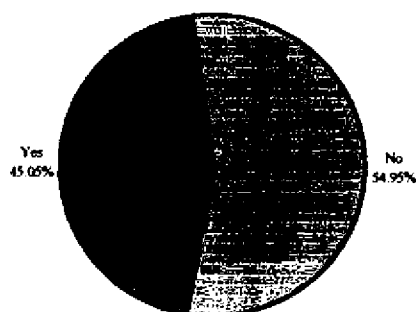
**Table – 4.27: Distribution of priority rank of problems of existing information services of the library**

Problems of Existing Information Services	Average point	Ranks							
		1	2	3	4	5	6	7	8
Insufficient Reading Resources	2.4	■							
Insufficient IT Facilities	2.8		■						
Lack of Proper Information Services	3.1			■					
Insufficient Infrastructural Facilities	3.9				■				
Lack of Proper Org. of Resources	4.0					■			
Behavior of Library Staff	5.2						■		
Inconvenient Working Hours	5.3							■	
Lack of Adequate Cleanliness	5.3								■

### Users' Recommendation for the Collection of Specific Interests

The findings of the study (Figure – 4.17) have been shown that about 45% sample users (out of 182) recommended for acquiring the library materials of specific interests. And Figure – 4.18 presents the percentage of response rate by the sample libraries of these 82 users' recommendations. The table implies that only 25.61% (out of 82) users are simply satisfied with library's response on their recommendation. But the majority number of sample users here (about 55%) is not satisfied with the responding of libraries. The same can be said for Bangladeshi libraries as a whole. In most cases, the librarian or library purchasing committee does not bother of users' needs and requirements.

**Figure – 4.17: Percentage distribution of user's recommendation to acquire the library materials of specific interest**



**Figure – 4.18: Percentage distribution of response rate (Yes) of user's recommendation by the libraries for collection of library materials**



### Distribution of Users' Opinion (Yes/No)

In perspective of some important issues, Table – 4.28 shows that about 59% (out of 182) sample users have positively been responded (Yes) on Awareness of Indexing and Abstracting Services, about 60% are positive on Known to Use of Indexes and Abstracts and about 75% are also responded as 'Yes' on Maintenance of Personal Library. But on the other cases e.g. 'Finding Available Information Services that Mentioned', 'Information Need Being Met Satisfactory', 'Library Staff are Enough Skilled to Satisfy User's Need', 'Satisfaction with the Behavior & Activities of Library Staff' etc. the majority number of users have negatively been responded (No). The table also shows that the users are absolute negative on library related functions and activities.

**Table – 4.28: Percentage distribution of 'Yes' and 'No' of the following factors/areas:**

Title of Affecting Factors/Areas	Yes		No	
	No.	%	No.	%
Awareness of Indexing and Abstracting Services	106	58.24	76	41.76
Known to Use of Indexes and Abstracts	108	59.34	74	40.66
Finding Available Information Services that Mentioned	29	15.93	153	84.07
Free Accessibility in the Library	84	46.15	98	53.85
Information Needs Being Met Satisfactory	28	15.38	154	84.62
Satisfaction with the Behavior & Activities of Lib. Staff	85	46.70	97	53.30
Library Staff are Enough Skilled to Satisfy User's Need	65	35.71	117	64.29
Recommended to Collect for Specific Information	82	45.05	100	54.95
Maintenance of Personal Library by Users	137	75.27	45	24.73

*Source: Field Survey*

### Users' Suggestions for Effective Library and Information Services

In terms of users' opinions for making library and information services as efficient one, table – 4.29 shows that about 87% (out of 182) sample users have suggested for collecting sufficient reading resources. Around 84% users have suggested for providing IT facilities and about 80% have suggested for providing sufficient infrastructural facilities. In fact, these are the common problems for a large number of special libraries.

**Table – 4.29: Percentage (%) distribution of user's suggestions that should be the ideal characteristics of an effective library and information services**

Title of Users' Suggestions	(%)	Ranks						
		1	2	3	4	5	6	7
Collection of Sufficient Reading Resources	86.81	■						
Provision of IT Facilities	84.07		■					
Sufficient Infrastructural Facilities	80.22			■				
Ensuring Proper Information Services	53.30				■			
Document Loan Facilities	52.20					■		
Information Resources be Well Organized	45.05						■	
Cordial Co-operation of the Library Staff	42.86							■

**Source: Field Survey**

## **Chapter 5**

**Marketing of Information Products and Services:  
A case Study on Dissemination and Information  
Services Centre (DISC) of the ICDDR,B**

## **Chapter 5**

### **Marketing of Information Products and Services: A case Study on Dissemination and Information Services Centre (DISC) of the ICDDR,B**

#### **Introduction**

A library/information center is a social and non-profit service organization providing information to its members. Its traditional functions include selection, acquisition, storage, processing, circulation and reference. Over a period of time, due to change in the nature of demands by the clients, libraries have expanded their functions to include documentation and document delivery systems. The libraries have also been initiated to make them as profit making organizations for providing better information products and services to users. It may be noted that many functions in a library or information center are back office functions. Only limited members of the staff interact with customers and that too, mostly at the initiative of the customers themselves. There would be hardly any library/information center where there is a function/section called marketing (Roa, 1999).



The five laws of library science (Ranganathan) did imply a sharp focus on customer. However, a closer examination of the laws reveals that the focus is on a customer who came to the library rather than the library reaching out to the customer. As a matter of fact, the Five Laws can be used as a basis for the development of marketing principles in the context of libraries and information centers (Roa, 1999). Marketing concept, as presented before has already been used in libraries/information centers in developing countries. But the concept of marketing of information products and services in Bangladesh can be said to be still in infancy. A few number of special libraries have been started a slight marketing activities in their services and the Dissemination and Information Services Center (DISC) of the ICDDR,B is the pioneer of them. The marketing functions and activities of DISC of the ICDDR,B have been shown bellow (DISC, 2002):

**Dissemination and Information Services Centre  
Information Sciences Division Centre for Health  
and Population Research, ICDDR,B**

You are most welcome to use the services and facilities offered by the Dissemination and Information Services Centre (DISC) of the ICDDR,B: Center for Health and Population Research, particularly its library-based information services.

**About ICDDR,B**

ICDDR,B was established in 1978 as successor to the Cholera Research Laboratory created in 1960 to study the epidemiology, treatment, and prevention of cholera. The Center is an independent,

international, non-profit organization for research, education, training, clinical services, and information dissemination. The Center is the only truly international health research institution based in a developing country. The results of research conducted over the years at the Center provide guidelines for policy-makers, implementing agencies, and health professionals in Bangladesh and around the globe. Researchers at the Center have made major scientific achievements in diarrhoeal disease control, maternal and child health, nutrition, and population sciences. These significant contributions have been recognized worldwide.

### **About DISC**

DISC, composed of two branches, such as Information Services Branch, and Publications Services Branch, is the central gateway of the ICDDR,B for both 'input information' and 'output information.'

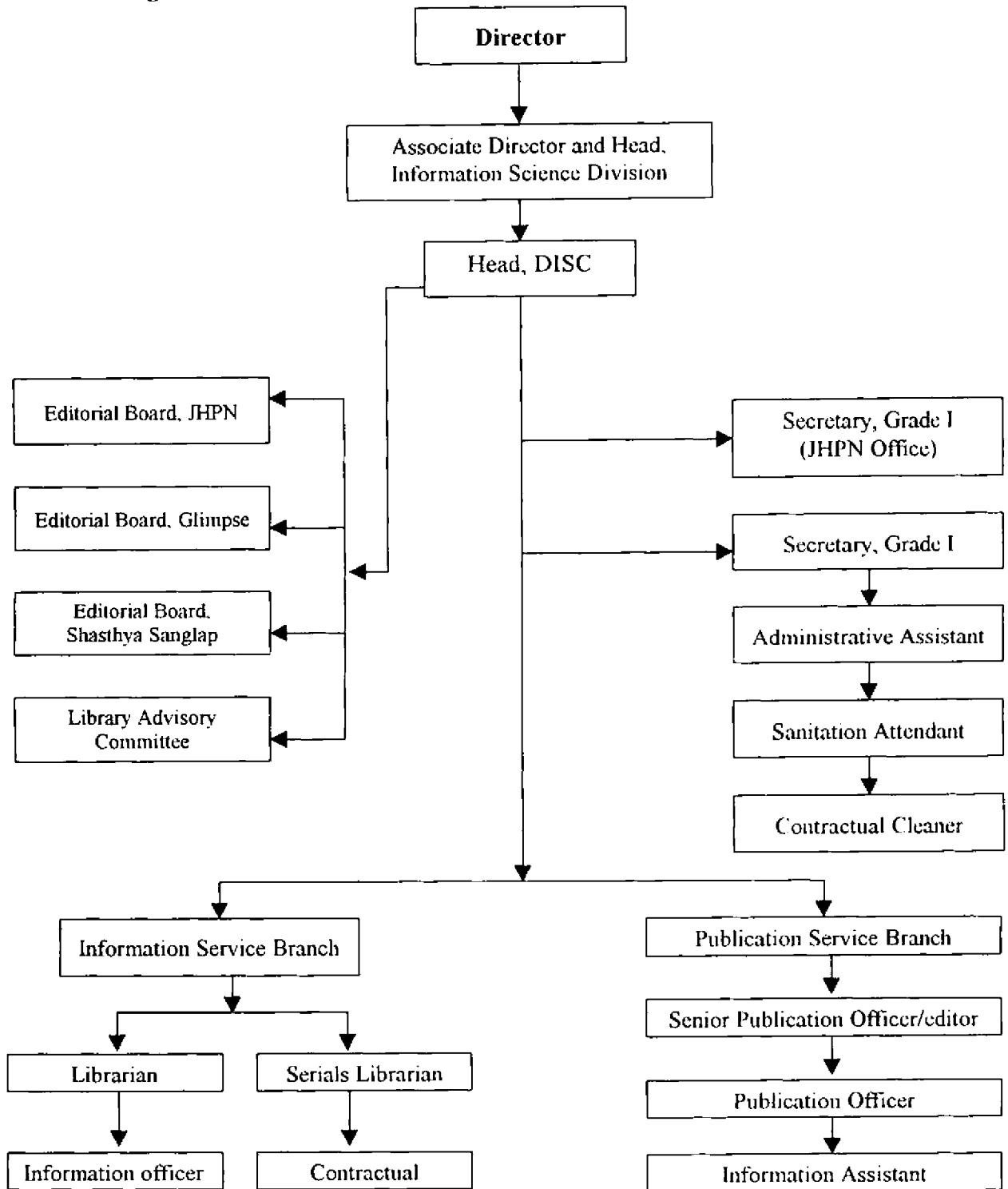
Its broad aims and objectives are to: (a) collect, process, store, and disseminate information, (b) encourage use and flow of information, (c) help promote appropriate research work, and reduce duplication, and (d) optimize the application of improved practices for information storage, retrieval, publication, and dissemination all concerned with the issues relating to health, nutrition, and population. The mission of DISC is to diffuse findings and results of global health, nutrition and population research for solving the common health, nutrition and population problems, especially in the context of the developing world.

Within the broad aims, objectives and mission and with the support of 11 staff members, DISC has actively been pursuing to develop and offer effective and efficient information services, disseminate the Center's research findings, and improve the information-support system.

DISC maintains a modern library and information center equipped with the most advanced tools of new information technology and paraphernalia for storage, retrieval, and dissemination of information. It disseminates the Center's research findings and other outputs through print and electronic media. The Center's internal publications include: the quarterly *Journal of Health, Population and Nutrition*; one quarterly English newsletter *Glimpse*; a 4-monthly Bangla newsletter *Shasthya Sanglap*; annual report, working papers, scientific reports, monographs, manuals, conference proceedings, and other publications. An organogram of different sections and services of the DISC of ICDDR,B has been given below (DISC, 2002):

### Dissemination and Information Services Center (DISC)

Figure – 5.1: Different sections and services of the DISC of ICDDR,B



**About Library**

The library, established in 1962, has grown over the years to be one of the best medical libraries in the region. The following services are available from the library, which are elaborately mentioned in this document: (a) borrowing facility and circulation service; (b) reprints service; (c) photocopying service; (d) guidance service; (e) reference and bibliographic services; (f) Internet service; and (g) inter-library loan service. The library has the membership facilities for outside users. The library subscribes to over 220 journals and receives another 108 journals either free or under an exchange program (2002).

**Queries and Questions**

Any queries or questions concerning the use of the library and information center and its facilities, resources and services, can be directed to any of the following staff members:

- a. M. Shamsul Islam Khan, Head, DISC (Telephone: 880-2-28811751-8811760/ Ext. 2116; direct: 880-2-8822467)
  - \* administration, management, organization, operation, and planning of DISC, including the library
  - \* library and publication policies, rules and regulations
  - \* editing services
  - \* communication and information dissemination
  - \* any other issues or matters concerning DISC, including the library, audiovisual and publications services
- b. Md. Al Mamun, Secretary, Grade-I (Ext. 2117)
  - \* library membership cards
  - \* administrative, logistics and support services

- c Md. Nazim Uddin\*\*, Librarian (Ext. 2119)
- \* books, documents, and reprints, including procurement
  - \* reference information
  - \* literature searching and database services
  - \* access to outside databases and Internet services
  - \* CDs
- d Mrs. Syeda Ayesha Parveen, Serials Librarian (Ext. 2120)
- \* Serial publications (journals, yearbooks, etc.), including procurement literature searching and database services
  - \* access to Internet services
  - \* reference information
- e Md. Anisur Rahman, Information Officer (Ext. 2122)
- \* circulation (issuing) of reading materials
  - \* photocopies
  - \* location of reading materials
  - \* literature searching and database services
  - \* inter-library loans from within Bangladesh
  - \* library membership forms
  - \* clearance (applicable for ICDDR,B staff)
- f Md. Ekramul Hassan, Administrative Assistant (Ext. 2119)
- \* procurement of reprints from outside Bangladesh
  - \* library logistics and administrative services

**\*\* Mr. Md. Nazim Uddin recently left the organization.**

### **Users – Who are Entitled to Use Information Services and Library Facilities**

The library is organized and maintained mainly to serve the members of the ICDDR,B staff. Outsiders may also use the library facilities under certain terms and conditions and following the library rules and regulations. To avail of library facilities, one must become a paid member (not applicable to ICDDR,B staff) of the library (see details “Library Membership”)

#### **Library use by outsiders**

The library also offers a limited service to the members of the staff of the Institute of Public Health, Mohakhali, Dhaka, Bangladesh.

Reading facilities are offered to researchers, physicians, teachers, and students, but reading materials and audiovisual items can not be borrowed. Photocopies can be made, subject to permission under photocopying/copyright regulations/laws, on payment (@ Tk. 1.50 per page). All outside users (library members) must register their names with complete address at the Circulation Desk whenever they visit the library, and carry library membership cards with them all the time when they are in the library. No personal belongings, such as reading materials, umbrella, apron, etc. and food items can not be taken inside the reading and shelf areas. Mobile phones cannot be used inside the library.

#### **Library Hours**

The library is open from 08:30 to 17:00 hours on Sundays through Thursdays and on Saturdays (see below), if not otherwise indicated (during Ramadan: 09:00 to 16:00 hours); it is closed on Fridays and

on holidays as announced by the Center. The library is kept open on Saturdays only for the members of the ICDDR,B staff, participants of the ICDDR,B training Programs, and short-term visitors to the Center.

## **Library Collection and Resources**

### **Information Resources**

The library has a collection of over 37,500 volumes of bound journals (journals nearly 75%) and books, over 12,500 reprints and documents, about 328 current journals, and databases. The library also receives a good number of newsletters. The library collection is growing at a rate of 1,000-1,200 volumes of books and bound journals per year. The items cover mainly the subjects of the Center's research interests.

- \*\* The *Book Collection* generally consists of books, monographs, institutional reports, conference proceedings, etc. which are arranged according to a classification number (National Library of Medicine and Library of Congress Classification Schemes) so that items on the same or related subjects can generally and mostly be found together.
- \*\* The *Reference Collection* consists mainly of important textbooks, dictionaries, manuals, handbooks, directories, encyclopedias, etc., and can only be used in the Library.
- \*\* The *Journal Collection* consists of current journals arranged alphabetically by title on the display shelves and bound journals arranged alphabetically by title on the shelves of the Journal Section.



\*\* *Abstracts and Indexes* are shelved separately and are arranged alphabetically by title.

\*\* The *Reprints and Documents Collection* consists of reprints, documents, reports, book chapters, etc. which are arranged by accession numbers and stored in the file cabinets.

In addition, the library has a small collection of microfiches, histological collection, and copies of research projects/protocols of ICDDR,B.

### **Purchase of Learning Resources**

Books, journals, and other learning resources are purchased by the library generally on the basis of the requirements of the Center's scientific staff members, mainly to support research and in conformity with the library's budget. Suggestions for the purchase of books, journals, and other reading materials come from scientific staff of the Center or library users. Library members may also suggest titles of books and journals to be purchased. All recommendations should, however, be made, in writing, to the Head of DISC.

### **Journal Subscriptions and Review of Journals**

Journals on current subscription and journals received either as gifts or under a publication-exchange Program are generally reviewed every year by the Library Advisory Committee and/or by research staff members to assess their usefulness, as well as to add new titles or delete current titles of less importance. Any suggestions for addition of new periodicals should be addressed to the Head of DISC.

### **Reserved Books and Journals**

Books and journals may be kept on "Reserve" for use within the library for two weeks only.

### **Study Carrels**

The study carrels are reserved mainly for use by members of the scientific staff of ICDDR,B.

### **Library and Information Services**

#### **Borrowing Facility and Circulation Services**

Members of the ICDDR,B staff members only are entitled to borrow books, journals, and other reading materials from the library for their own use. Library materials cannot be borrowed for use, and on behalf, of others.

#### **Photocopying Service**

Only single copies of work related materials may be made if permitted under the national and international copyright laws, rules, and regulations. All photocopying requests are treated as personal requests, and are charged to the requester. The Center does not bear the cost of reprints for personal collections or personal reprint files.

Institutional requests from outside the Center should include a cover letter in this regard. The cover letter should clearly indicate the mode of payment and procedures of handling the photocopying requests and payment thereof. Prearrangement is necessary.

To get photocopies, a photo duplication request form has to be completed, mentioning the details of the items, whether it is personal

or institutional. The photo duplication form must be signed by the requester. In case of a personal request, the cost is charged in cash at a rate of Tk. 2.25 per page. Current members of the library are charged at the rate of Tk. 1.50 per page.

### **Reprint Service**

In response to specific requests, the library may arrange to procure from outside sources photocopies of articles that are not available at the library. If the requested articles are not available in the BMA Library (Nuffield Library), UK, the procurement cost has to be borne by the requester. The cost of an article may generally vary from US\$ 10.- to US\$ 25.- The normal time taken for procuring such photocopies is 30-60 days, but may take longer.

### **Current Awareness Services**

The library maintains interest profiles for the members of the ICDDR,B's scientific staff only. The service may be extended to outside researchers and teachers on a limited basis. Please contact the Head of DISC for the service.

### **Reference and Bibliographic Services**

The members of the library staff may assist in locating information, answer on-the-spot queries, guide and provide instruction in the use of the card catalogue, databases, resources, indexes, and abstracts whenever needed. In response to specific requests from users, the members of the library staff may provide literature searches from the databases available at the library on payment basis, and may arrange to obtain reprints of papers from outside sources not available in the library.

### **Internet Services**

The library offers services from the Internet. Access to international databases can be made through the Internet. The charge for literature searching from the databases (CD-ROM and Internet) is: Tk. 5.00 for each printed page.

The cost for downloading of information is also charged as per the above rule. All database search requesters are, however, required to complete a literature search request form before undertaking or proceeding for a literature search.

Library users are encouraged to undertake literature searching them from the Internet. The library organizes occasionally demonstrations on how to use the databases and library resources and facilities. For orientation and demonstration of the service, please contact Mr. Md. Nazimuddin or Mr. Md. Al Mamun.

### **In-house Databases**

The library maintains the following seven databases which can be searched for information on desired material:

- a. DMONO--books and monographs
- b. DDOC--documents and reprints
- c. DPUB--ICDDR,B publications
- d. DPROJ--ICDDR,B research projects
- e. JDDR--Articles published in the Journal of Diarrhoeal Diseases Research
- f. JHPN-- Articles published in the Journal of Health, Population and Nutrition

g. DDIR—Address of individuals, scientists and organizations

All these databases have been developed using the micro-CDS/ISIS software.

### **Inter-library Loans Service**

The library has informal and formal relationships with some major libraries in the Dhaka city to facilitate inter-library loans of books and other library materials. Under this relationship, the Center's library can borrow books, journals, and other library materials from some libraries and vice versa. The period of loan is very short, usually 3 days. Inter-library loans are a privilege extended by other libraries, provided particular care is taken of material obtained on inter-library loan and provided the borrowed items are used only within the library premises.

### **When You Cannot Find What You Want on the Shelves**

Check on the status of the item at the Circulation Desk. Items already on loan may be held for you when returned or recalled from the person who has borrowed the item. A search may be undertaken for an item that is missing or misplaced. You will be notified when the item is available.

### **Library Membership**

Outside personnel interested to use the library facilities must enroll themselves library members. DISC maintains three types of memberships for outside users: (a) Personal membership, (b) Corporate membership, and (c) Institutional membership.

### **Personal Membership**

1. The library maintains a personal membership system (for institutional membership, see below) for outside library users for one-year renewal basis at the rate of Tk. 535.- for general membership and Tk. 335.- for student membership.
2. The fee is payable in cash or in the form of cheque/bank draft, drawn on any bank in Bangladesh, in favour of the “International Center for Diarrhoeal Disease Research, Bangladesh.”
3. An individual member enjoys the following benefits:
  - a Receives the Center's priced publications and fee based services at 25% discount, and
  - b May request for photocopies of articles permitted under national and international copyright laws and regulations at the rate of Tk.1.50 per page.
4. The library members are not entitled to borrow any books, journals, documents, audiovisuals, and other reading materials from the library.

### **Corporate Membership**

An organization can become a corporate member by paying for each year membership fee of Tk. 435.00 for each employee, but must have a minimum of 10 members to enjoy the facility of the reduced membership fee. The benefits of membership are same as applicable in case of individual members.

### **Procedures of Becoming Members (Individual and Corporate)**

A Membership Application form has to be filled up and is to be submitted with two stamp-size photographs. Membership Application Forms can be collected from the Circulation Desk. Approved members are supplied with laminated membership cards. Members must carry membership cards all the time when using the library facilities. None is allowed to enter the library without the identity/membership card.

### **Institutional Membership**

- 1 The library maintains an institutional membership system for one-year renewal basis.
- 2 An organization, either local or foreign origin or a foreign organization located in Bangladesh, may be enrolled as an institutional member of DISC on payment of an annual subscription fee of US\$ 500.00 or an equivalent amount in local currency. The annual membership fee has been fixed taking into consideration the benefits offered, resources involved, time of staff members, and other related factors/costs.
- 3 The membership fee is payable in the form of cheque (or bank draft), drawn on any bank in Bangladesh, UK, or USA, in favour of the "ICDDR,B: Center for Health and Population Research" The membership is made effective on a calendar-year basis.
- 4 An institutional member of DISC is entitled to:
  - a. Receive photocopies of contents pages of each issue of up to 10 (ten) journals, selected by the representative or the authorized person, immediately after their arrival at DISC. Institutional

- member will pay the photocopying charge at the rate of Tk. 1.50 per page.
- b. Receive literature searches (on payment basis).
  - c. Receive photocopies of selected articles from selected journals and from literature search print-outs on payment at the rate of Tk. 1.50 per page, in response to specific requests.
  - d. Receive, free of charge, the quarterly newsletter and the journal published by ICDDR,B.
  - e. Get 25% discount on any publications of ICDDR,B and on services offered by DISC.
  - f. Send requests for library services to DISC via e-mail, fax, or messenger as applicable for different types of services.
5. Institutional members may pay the cost of photocopies, literature searches, publications, and services as applicable on a quarterly basis or at an agreed interval on submission of the proforma invoice by DISC.
6. Institutional members are not allowed to borrow any books, journals, and other reading materials, but a limited borrowing facility can be extended for a limited period only under the special circumstances and under the inter-library relationship arrangement.



### **Training Program on Information Management and Micro CDS/ISIS**

DISC offers and organizes a highly practical-oriented, intensive training program on Information Management and Micro-CDS/ISIS of various lengths for outside personnel having certificate, diploma, or master's degree in library and information science. The duration of training and the rates of training fees are as follows:

One month (private candidate)	Tk. 7,000.00
One month (institutional candidate)	Tk. 8,500.00
Two months (private candidate)	Tk. 10,000.00
Two months (institutional candidate)	Tk. 13,000.00
Three months (private candidate)	Tk. 16,000.00
Three months (institutional candidate)	Tk. 18,000.00

The course curriculum for the 3-month program includes the following:

1. Organization and management of a model library and information center: basics; functions; services; display and dissemination of learning resources; communications and correspondence; management information system; user behaviour patterns and problems; and public relations.
2. Selection, procurement and processing of learning resources (books, periodicals, reprints, audiovisuals, and documents); organization of knowledge and assignment of subject headings.
3. Applications of micro-CDS/ISIS:

- a. Micro-CDS/ISIS--overview; and basic knowledge about micro-CDS/ISIS; installation; orientation of system files; orientation of menus; and orientation of data input sheets used for in-house databases.
- b. Database definition services--Field definition tables (FDT) (data elements; fields and subfields; repeatable fields; modifying the FDT); and creation of worksheets.
- c. Formatting--field selectors; horizontal and vertical spacing commands; mode command; and dummy field selectors.
- d. Field select tables (FST)--data extraction format; indexing techniques; and inverted file services.
- e. Information retrieval services--search language; search expression; developing search strategies; search operators; and free-text searching.
- f. Other related issues and services--sorting and printing; master file backups; exporting and importing of files; system utility services; and house-keeping operations.
- g. Practice of CDS/ISIS and creation of library databases (monographs, journal articles, journals holdings, and circulation service).

Completing data input sheets for databases.

4. Electronic communication Organization of SDI and current awareness services; checking and scanning of journal contents; assigning subject headings; organization of dissemination activities; development and maintenance of

user profiles; preparation of information dissemination bulletins; and electronic bulletins.

5. Consultation of databases and World Wide Web (WWW) pages through.
6. The Internet; Internet services; building of search strategies; undertaking literature searches from MEDLINE, Nutrition, AHEAD, POPLINE, and in-house databases; and compilation of short bibliographies; and bibliographic services.
7. Charging and discharging of library materials; meeting reference queries and questions; and maintenance of statistics.
8. Consolidation and development of information package; development of a library manual and an information services user guide.

For further details, contact: M. Shamsul Islam Khan, Head, DISC, ICDDR,B, Mohakhali, Dhaka 1212, Bangladesh. E-mail: [msik@icddr.org](mailto:msik@icddr.org)

### **Library Advisory Committee**

The library is advised by a Committee with representatives from different scientific divisions of the Center. The Director of ICDDR,B is the Chairman of the Committee. The Head of DISC generally acts as the Member-Secretary of the Committee. The functions of the Committee are to advise the Head of DISC in formulation of library policies, purchase of library materials, improvement of library and information services, and operational matters.

## Useful Telephone and E-mail Numbers of the DISC Staff

(PABX 8811751-8811760)

### DISC Office

<u>Name</u>	<u>Telephone</u>	<u>E-mail</u>
M. Shamsul Islam Khan Head, DISC	-- 2116 (dir.:8822467)	<a href="mailto:msik@icddrb.org">msik@icddrb.org</a>
M Al Mamun Secretary, Grade-I	--2117	<a href="mailto:disc@icddrb.org">disc@icddrb.org</a>

### Information Services

Syeda Ayesha Parveen Serials Librarian	-- 2120	<a href="mailto:sap@icddrb.org">sap@icddrb.org</a>
Md. Anisur Rahman Information Officer	-- 2122	<a href="mailto:manis@icddrb.org">manis@icddrb.org</a> <a href="mailto:anisdacca@gmail.com">anisdacca@gmail.com</a>
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### 5.13.3 Publications Services

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**\*\* This chapter is an abridge version of the DISC activities, compiled by the Researcher from the various publications of the DISC.**

## **Chapter 6**

# **Marketing of Information Products and Services for Special Libraries in Bangladesh: A Model Plan**

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### **Marketing of Information Products and Services for Special Libraries in Bangladesh: A Model Plan**

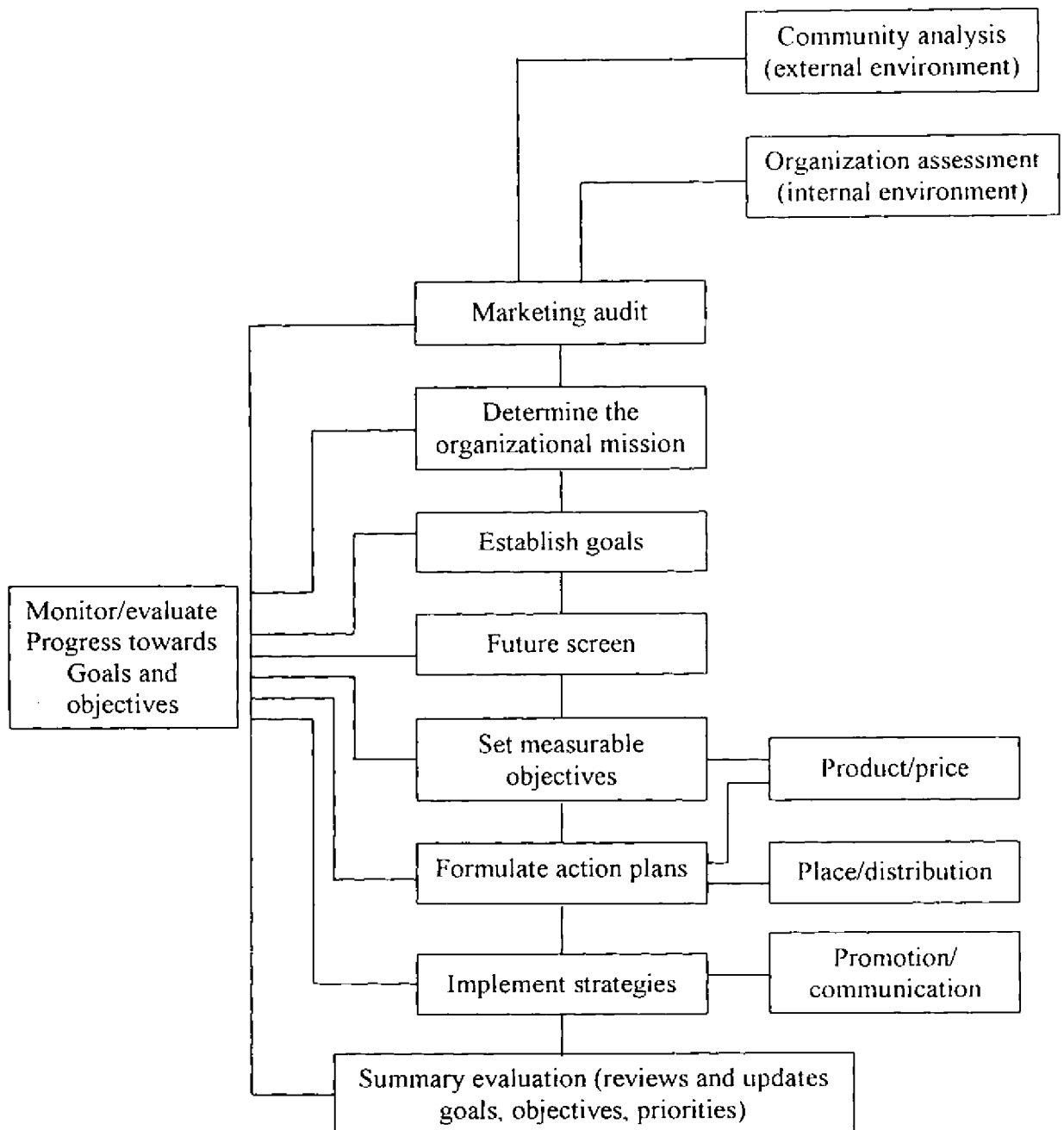
#### **Introduction**

Marketing is a means of ensuring that libraries, librarians and librarianship are integrated into both today's and tomorrow's emerging global culture. Marketing is not separate from good practice (Smith, 1995). Marketing offers both a theory and a process by which libraries can link products, results, and roles. Marketing can assist libraries in determining their future and in identifying quality products – services, programs and materials. A marketing audit and the resulting plan can contribute to a library's ability to find a niche in the present as well as in the future and to fill that niche by an optimal allocation of resources. A marketing orientation can assist libraries in defining their role and in guaranteeing their future. Marketing provides a theoretical framework within which to address the specific library and information science questions facing public, school, special and academic libraries in both the public and private sectors. What the library will look like and what it will offer as products can be determined through the use of modern marketing theory and practice (Bushing, 1995).

## The Marketing Approach

Marketing approach can be used to make the existing planning process of a library more accurate. D. E. Weingand indicates the following fusion of planning and processes of marketing.

Figure – 6.1: Elements of Planning and Marketing Process



Source: *Planning and Marketing Processes* by D. E. Weingand



Once this fusion of planning and marketing takes place, a time would come when the annual reports of libraries and information centers would look like that of any business organization indicating the targets set at the beginning of the year and the performance achieved rather than, a mere indication of how many books have been acquired, how many have been catalogued, and how many new members came into the fold. Moreover, organizational planning and performance evaluation will lead to individual staff planning and performance evaluation which, in turn, would lead to the much needed vitality in the information profession and management.

This synthesis of planning and marketing and its positive aftereffects would lead to the organic and dynamic sustenance, and growth of libraries and information centers. At least, a map of the organizational functioning would be available to guide the information managers to monitor and intervene as and when needed (Weingand, 1995).

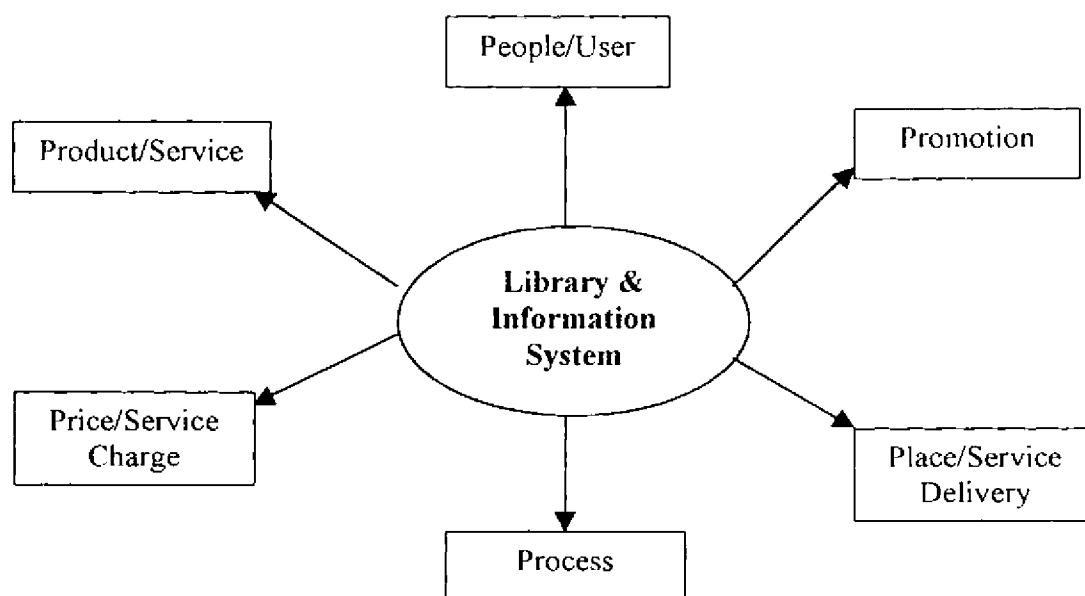
### **Model of Marketing Programs for Libraries and Information Centers**

In fact, marketing practices are not confined to profit-making organizations alone; but the principles and practices of marketing are increasingly being applied to non-profit organizations, like libraries and information centers. There are four key business concepts that provide the basis for marketing thought and action in the nonprofit environment which are considered (Shapiro, 1981):

1. The *self-interest* aspect of the transaction or exchange, in which both the buyer and the seller believe they are receiving greater value than they are giving up;

2. The *marketing task*, which stresses the importance of satisfying customer needs. However, the typical non-profit organization operates in a more complex manner than a profit-oriented organization. The non-profit organization has two constituencies: a client to whom to provide goods or services, and donors from whom it receives resources. The non-profit dual constituency makes the marketing task more complex, since there are two different consumers to satisfy.
3. The *marketing mix*, the elements or tasks used in marketing, usually referred to as the four P's identified by McCarthy (Webber, 1999), i.e. product, price, promotion and place. Shapiro re-categorizes the four Ps for the purposes of a non-profit organization as advertising and product policies.

**Figure – 6.2: Marketing Mix as Applied to Library & Information Center**



*Source: Author's Own Viewpoint*

- **Product (service):** Defining the characteristics (quality, design, reputation, credibility, authority) of library product or service to meet the needs of the customers (users).
- **Price:** Deciding on a pricing strategy. If the library decides not to charge for a given service, it is useful to realize that this is still a pricing strategy. Identifying the total cost of the user is a part of the price element.
- **Promotion:** This includes advertising, personal selling (e.g. attending exhibitions), sales promotions (e.g. special offers), and atmospherics (creating the right impression through the working environment). Public Relation is included within promotion by many marketing people.
- **Place:** Looking at the location (e.g. library), distribution channel (where a service is delivered), geographical coverage, telecommunications, travels, etc.

We can extend the number of P's – the two, which are usually seen as useful additions for services (including information services) are:

- **People:** The essential ingredient (staff/personnel) for providing effective information services among users. Good information services are not likely to be delivered by people who are unskilled or de motivated.
- **Process:** The way in which the user gets hold of the service (e.g. the way in which a document or a search can be ordered). The library or information center should get ready to provide information services for users in a

convenient way (e.g. the help of information technology may be taken if need).

4. The *idea of distinctive competence*: an organization concentrates on what it does best because doing so maximizes profits. For non-profit organizations, this means evaluating their roles in terms of the consumers they serve, the product they offer, and their own distinctive competence – those things that they do better than anyone else. The marketing concept can therefore be seen as a philosophy of action for managers, forcing them to reorient the administration of the organization towards better communication with the customer/user, to understand their needs, to offer them a good product/service, and look for feedback. In libraries and information centers, not only the needs of the user are involved, but also his/her problem.

These four marketing concepts are closely related. Self-interest forces the consumer to search out the best way to fulfill his needs and the organization to search out the most efficient way to satisfy the consumer. Thus the marketing task is based on the idea of a transaction. The marketing mix merely enumerates the tools the marketer has for satisfying the consumer/user. And distinctive competence makes sense because any company/organization, with its limited competence and resources, can most profitably serve only those consumer needs that it can most efficiently serve.

### **Why Marketing of Information Products and Services for Special Libraries in Bangladesh**

Marketing of information products and services is a new concept for libraries and information centers of Bangladesh. Most of the special

libraries here are confined to their activities and services as nonprofit nature. In a practical viewpoint, they need to be dynamic, income generating and profit-making service organizations for collecting any kind of resources and providing effective information services to users. Unfortunately, a large number of special libraries have seriously been suffering with shortage of finance. They have also been neglected by the higher/decision making authority of the country. Some of them are not getting any financial budget from the government for purchasing reading resources and other related materials. Because of that the special libraries and information centers of Bangladesh essentially need to create their own income generating funds for maintaining library functions and activities effectively. For performing these activities a library needs to be equipped with all kinds of electronic and IT facilities, trained manpower, and proper maintenance. By this process, a special library or information center will be able to earn a large amount of money at the end of the year.

However, the special libraries of Bangladesh should be prepared themselves as soon as possible to set up a full-fledged division of marketing and customers services to keep the users community constantly with the latest information on new services by publicity and advertising materials and participating in various exhibitions, fairs, etc. Otherwise, they will not come out from their traditional nature of information systems and services.

### **Proposed Plan for Marketing Information Products and Services for Special Libraries in Bangladesh**

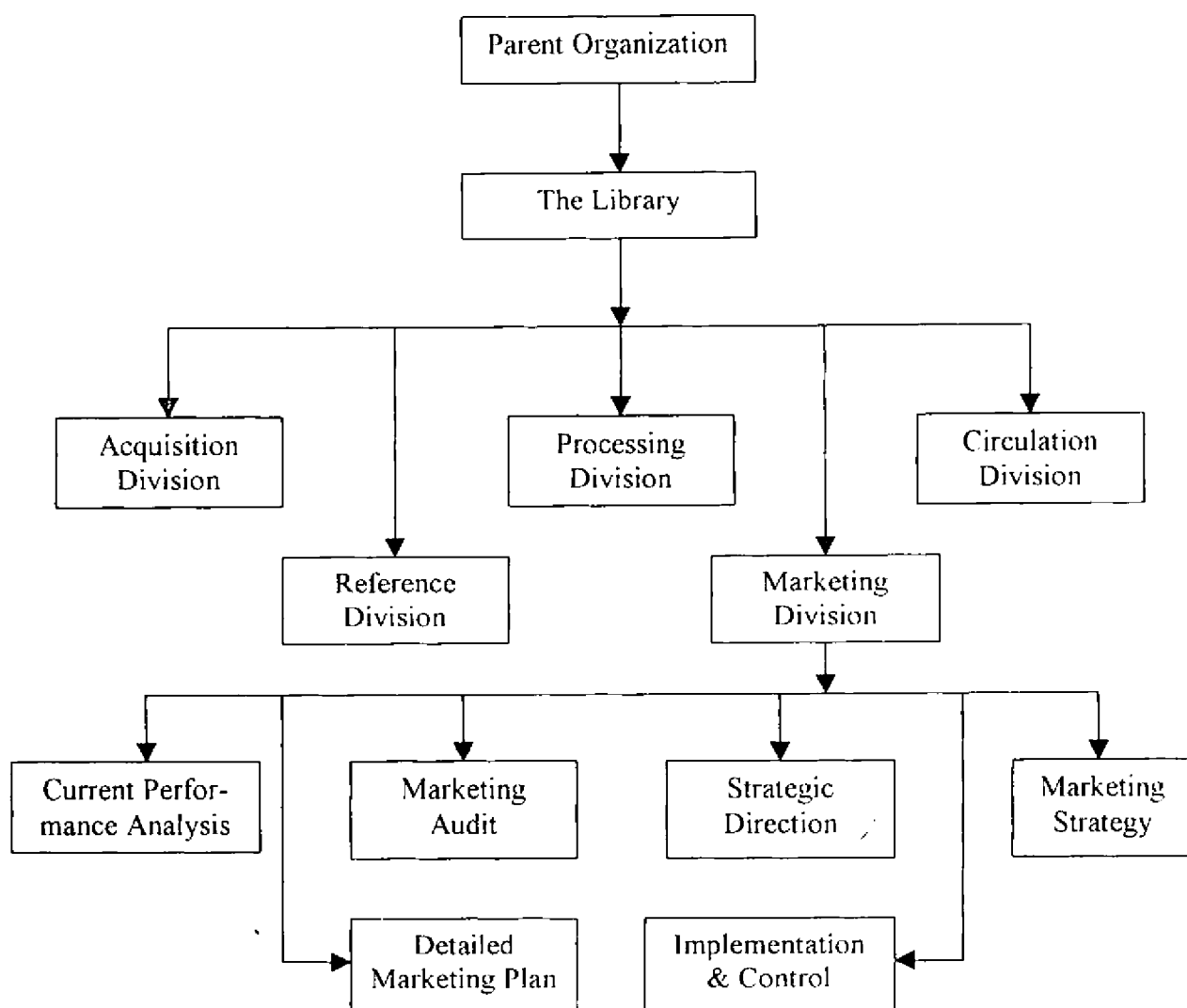
The special libraries and information centers have been reflected as social and non-profit service oriented organizations providing information to their members from a long time before. Their traditional functions include selection, acquisition, storage, processing, circulation as well as referral and reference functions and activities. Over a period of time, due to change in the nature of demands by users, libraries have extended their functions to include documentation and document delivery systems. The libraries have also been initiated to make them as profit making organizations providing effective information products and services to users. It may be noted that many functions in a library or information center are back office functions. Only limited members of the staff interact with customers and that too, mostly at the initiative of the customers themselves. There would be hardly any library/information center in Bangladesh where there is a function/section called marketing.

In the recent time, the cost-effective information is to be provided by the special and some academic libraries as a service for application of modern principles of marketing management. However, the concept of marketing of information products and services in Bangladesh can be said to be still in infancy. Few months before, we have conducted a survey on 40 leading special libraries in Bangladesh on their present status of marketing activities of information products and services. The most important findings of the study are that about one-fourth of the surveyed libraries have gradually been developing annual marketing plan. In fact, the ultimate numbers of libraries do not perform any marketing functions and activities. Recently, a few number of special libraries (BANSDOC, DISC of ICDDR,B, CIRDAP

Library, CDL, BIDS-LDC, SAIC, AIC, etc.) have started a slight marketing activities in their operations and services.

A model of modern special library systems has been shown below:

**Figure – 6.3: Plan for Modern Special Library Systems**



**Source: Author's Own Viewpoint**

A marketing plan provides the librarian or information manager with a blue print for identifying and targeting opportunities and user groups and for the cost effective supply of specific information products and services to the identified user groups. Marketing plan may be prepared for specific product(s) or service(s) as well as for the library or information center as a whole. In preparing a marketing plan for a product or service, or for the library or information center as an entity, the library staff must be prepared to go through several steps and processes which are (Gumbs, 1999):

1. Analyze the Current Performance: The first step in developing a marketing plan is to analyze the current performance of the information center.
2. Marketing Audit: Having understood the current situation, the next step is to conduct a marketing audit.
3. Strategic Direction: The findings of the marketing audit are used in the third step to decide the strategic direction for the information unit.
4. Marketing Strategy: Development of a marketing strategy follows as the fourth step.
5. Detailed Marketing Plan: A detailed marketing plan is then prepared in this step.
6. Implementation and Control: This is the last and final step follows for developing a marketing plan.

The steps, in developing a marketing plan, are applicable to all libraries and information centers – whether or not the center is fully supported or partially supported by government funding. Similarly, these steps are applicable where the clients being served are



academics, industrialists or any other professionals or members of the general public. Depending on the particular environment in which the center functions, marketing objectives may include increasing the size of the clientele or user group, expanding the information services offered and recovering full or partial costs for operational expenses. Finally, how to execute the steps have been shown below:

### **1. Analyze the Current Performance**

The performance of the special library or any other organization should be measured with regard to the objectives or the target identified. For a large proportion of libraries and information centers, the specific objectives and targets may not be recognized. However, it is difficult to develop specific targets/goals so as to not only measure the performance of the information center but also set out the available resources in the best possible manner.

Performance should be measured for the special library or information center as a whole. The performance of the center would ultimately depend on the performance of its products and services in specific targeted segments. Specific parameters need to be identified for measuring the performance of the library and information center and its products and services in the specific segments.

The parameters, used for evaluating performance of any library or information center as a whole or of its products and services in specific segments, may be:

- Number/proportion of total users served;
- Number of units of product or service provided;
- Total revenue generated;

- Total revenue generated, net of costs; and
- Image of the library or information center and its products in target segments.

## **2. Conduct Marketing Audit**

Marketing audit is a critical assessment of the external and the internal environment of the information center. It provides significant insights into the opportunities and the threats facing the center, and its strengths and weaknesses vis-à-vis competition. The following steps help in conducting marketing audit:

### **(a) Identifying Organizational Goals**

The most important step in conducting the marketing audit is to determine the marketing goals and policy of the parent organization. The information center's programs must therefore, conform to the overall policy and direction of the parent organization. Specifically, the following information needs to be assessed:

- The target sectors for the institution and the information unit.
- The corporate image which the organization is seeking to build.
- The corresponding actions, which will lead to the development of the image, e.g. promotional mechanisms, pricing strategies.
- The goals, which should be attainable within a given timeframe.

### **(b) Analysis of Institution/Library and Users**

The major purpose of the institution/library and user analysis is to ultimately decide on (i) which set of segments to focus on, and (ii) which set of products/services to offer to them. The output of this analysis is a two-by-two grid where one dimension represents the

different groups of users; the other dimension represents the different sets of products and services.

**(c) Analysis of Business Climate**

An analysis of the business climate must take into consideration those factors, which together, create and influence the level of investment by clients, by the parent organization itself and the competitors. These include socio-economic, cultural, political, regulatory and technological factors. At all times, these factors should be examined only in terms of the influence they can apply on the marketing of information products/services. This analysis can provide an initial indication of possible opportunities for the development of new products and services.

**(d) Analysis of Competitions**

Competitor behaviour profoundly influences any marketing plan. The competitor analysis helps the information unit to assess its own strengths and weaknesses against those of the competing products/services. As a result, the information unit will be in a better position to devise appropriate marketing objectives and strategies and identify possible opportunities, which may be explored. Information on competitors should include, the types of products/services being offered, the level of fees being asked, the location of these services, customer access to them, major target groups for these products/services, the mechanisms used in the promotion of these services and any perceived strengths which the competitors possess.

**(e) Analysis of Internal Environment**

An analysis of the internal environment requires an objective review of the systems and procedures used to support the marketing initiative, examination of the performance of products/services and an assessment of the availability of resources to the unit. This assessment must be done taking into consideration the characteristics of the external environment and the resources and strategies in use by the center's competitors.

**3. Select Strategic Direction**

This section deals with the selection of a strategic direction for a library or information center. The steps involved are:

- Develop objectives
- Generate strategic options
- Identify critical success factors for achieving the objectives through the selected strategies.

**(a) Develop Marketing Objectives**

Marketing objectives give direction for the formulation of marketing strategies and the marketing plan. Marketing objectives for the library or information center must be determined with reference to the marketing objectives of the parent organization, the SWOT analysis and the opportunities assessed. In addition to setting marketing objectives for the information unit as a whole, objectives must also be set for each product and service in turn. To establish accountability, marketing objectives must be stated in such terms, that a quantifiable comparison can be made based on the original objectives and actual implementation.

**(b) Generate Strategic Options**

Portfolio analysis is a useful tool to generate strategic options for any organization and its products and services. Portfolio analysis is an examination of the group of products and services offered by the library or information center. Each product or service must stand objective scrutiny to determine its performance against competing products. A portfolio analysis usually results in a revision of the 'basket' of services and products provided, when there are volatile changes either within the organization itself or in the external environment.

**(c) Identify Critical Success Factors**

The process of identifying CSFs (Critical Success Factors) assists the head of the library or information center and their staff in defining inputs, which are critical to the achievement of marketing objectives. Within the context of a marketing plan, CSFs can be defined as resources, which have a direct influence on the successful implementation of the plan. The CSFs could be different for each strategic option generated for every product/service/market of the library/information service. These could be in the areas of base resources, technology resources, human resources, systems and processes of generating products/services, delivery as well as specific elements of marketing plan (like product, price, promotion and distribution).

**4. Select Marketing Strategies**

Marketing strategy can be defined as the means of achieving the marketing objectives. It must be within the broad strategic direction determined, while ensuring that the CSFs are taken care of by the

organization. The strategy can be devised for both, the library/information center as a whole and for each product or service.

### **5. Detailed Marketing Plan**

A marketing plan must be prepared for each product/service. After a review of the situational analysis, objectives for the product/service need to be set and a marketing plan developed. The marketing plan should contain details, which will allow it to become a blueprint for launching the product/service in its market, i. e. the position to be achieved in the specific target groups, for which it was prepared. The marketing plan should not contain information only about the product, price, place and promotion. More details should be given on other elements, e.g. specific clientele for the product, the benefits or unique attributes of the product, competitors and their perceived advantages/disadvantages, marketing strategy for positioning the product within the target group and criteria for evaluating results. The marketing plan should include the following: (a) Executive Summary; (b) Current Marketing Situation; (c) SWOT Analysis; (d) Marketing Objectives; (e) Description of Market, Product and Promotional Options; (f) Action Plan; (g) Revenue and Expense Statement and (h) Controls.

### **6. Implementation and Control**

The implementation of the marketing plan must be evaluated and adjusted as necessary, in order to achieve the objectives of the organization. After the marketing mix and the promotional mix have been defined, it will be necessary to:

- (a) Prepare operational budgets
- (b) Prepare action plans to accomplish targets
- (c) Develop measures for evaluating performance

**(a) Prepare Operational Budgets**

Budgeting is a process in which plans are made for the future and expressed in the form of income and cash flow statements. Operational budgets provide advance information on goals for income and the costs or expenses, which must be incurred to attain these goals. These operational goals, in themselves, provide a yardstick against which actual performance can be compared and where necessary, remedial action taken.

**(b) Prepare Action Plan to Accomplish Targets**

Each product or services will require an implementation plan, which must take into account each step, which is necessary for realization of the marketing targets. The more details expressed in the plan, the smoother the implementation process will be both in terms of staff performance and management expectations.

**(c) Develop Measures for Evaluating Performance**

When the marketing plan is completed, an executive summary should be prepared. The executive summary of the marketing plan for the information center will follow the same approach, paying attention to the corporate targets set for the information center, the strategies for achieving them and the evaluation mechanisms for assessing performances. The principles of developing a marketing plan can be adopted by information managers/librarians in academic, industrial, public sector institutions or non-governmental organizations.

## Benefits

Successful marketing includes the art of deciding that strategy/technique is used in different situation. As non-profit-making organizations, library and information centers cannot avoid marketing practices. Although libraries/information centers as non-profit organizations have three constituencies, *e.g.*, clients to whom they provide services, the parent institution from whom they receive funds and donor agencies; but they should market their services for the following reasons:

- a. Marketing enables librarian or information manager to understand the real needs of users for taking good management decisions, which will in turn help in providing maximum information services to users more efficiently and effectively.
- b. Librarian or information manager is not only interested for the people who do use the services regularly. He is also interested in non-user groups. Marketing play a vital role to identify the information needs of non-users and helps to provide them with necessary information.
- c. Librarians and information managers need to present their services as an indispensable part of the organization and try to justify the claim that their clients/users cannot do their job efficiently or effectively without a library service. In this way, marketing techniques will help libraries and information services receive more funding from their patrons.
- d. Marketing may help to improve the image of the library and information profession through collection of revenue performing different services to users.



A well developed marketing library and information services program will bring the following benefits (Kumar & Lohia, 1998):

- a. Improved satisfaction of the users/customers;
- b. Extension of service to potential users and thereby enlargement of the customer circle;
- c. Efficient use of marketing resources;
- d. Improved resource attraction to the organization;
- e. Development of overall image of the library;
- f. Detailed knowledge of library services including details of cost-benefit relationship, and other pertinent information.

### **Conclusion**

Application of marketing techniques is very important in improving the capabilities of library's information services towards attaining satisfaction of users. And the market philosophy also requires that library management focuses on the identification of users' needs rather than library needs. Librarians and information managers seem to be reluctant to become fully involved in marketing their information products and services and when they attempt to market their information services they neglect or fail to understand the behavior of the user. The librarians should understand the nature of information, information needs of human beings, the transfer process between people and information. Understanding of this new dimension of library and information services will help concerned policy makers in formulating appropriate plans and programs to make the library and information services most effective.

## **Chapter 7**

### **Summary, Problems and Recommendations**

## Chapter-7

### Summary, Problems and Recommendations

The concept of marketing of information products and services is the latest innovation of library's information services that makes the library or information center as dynamic and profit-making institution like other business organizations. However, the concept is very new in the most developing countries including Bangladesh and most of our libraries and information centers are not aware of it.

Marketing is a process in implementing some activities to attain organizational objectives. The concept is equally applicable in case of service organizations including the library and information centers. Marketing begins with identification of users' needs and wants. Needs and wants then have to be transformed into real life situation according to the expectation of users.

The beginning task of the librarians is to reshape the needs into the product or services. In case of library, product is the variety of services it offers to the users. The features of a service include quality, design, size (of the books), materials, packaging (bindings) etc. After the development of products/services, librarians should fix a price for each and every service it would deliver. The fixation of price requires a deeper understanding about the ability of the target users, competitive pricing technique, and the innovative product that would attract more users. In real life situation it is observed that price is set based on the cost per unit of service plus a lump-sum percentage of profit. After having price fixation, librarians should develop a program regarding how to distribute the services to the target users. In

marketing literature it is called 'place'. And, finally library should prepare a plan on how to promote the services it would offer. Promotion includes advertisement, personal communication, publicity, and sales promotion. Library can use all the tools in promoting its services. Thus the whole library activities can be viewed in terms of marketing perspectives, which the business enterprises use to maximize profit. Since library activities are non-profit making organization, therefore, profitable business concept can not be utilized by cent percent. Rather what could be making possible is that library could generate a self-sustaining fund for a better service delivery. The present study is an attempt to assess the library activities from that marketing point of view.

Special libraries or information centers of Bangladesh have been known as non-profit service organization providing information to their internal and external users. The nature of their functions, activities and information services is highly traditional in nature. To what extent these libraries have been utilizing the marketing techniques in improving the capabilities of library's information services towards attaining satisfaction of users was the main thrust of the study. Overall, findings are not encouraging. Most the special libraries are not at all acquainted with the concept of marketing that can be applied in their organizations. On the contrary, in the western developed nations and many libraries even in the developing countries, we notice widely use of marketing concept, tools and techniques. Using marketing tools and techniques above all require a mind set of committed professionals, which unfortunately is lacking in the context of our economy.

Finding suggests that the cost-effective information is provided by a limited number of special and academic libraries as a service for application of modern principles of marketing management. Some special libraries e.g. BNAGSDOC, DISC of ICDDR,B, CIRDAP Library, CDL, BIDS Library, SAIC, AIC etc. have been started with limited scale marketing activities in their library operations and services. In fact, they have been facing several impediments in introducing modern methods and techniques for providing better and exhaustive information services for users.

The major problems and observations as were identified are discussed based on the analysis and interpretation of data outlined in the chapter – 4. For the purpose of presentation, the findings are broadly classified under appropriate number with supporting tables and figures.

### **Major Observations and Problems of the Study**

- i. 'The administrators, policymakers and the government executives are not well aware of the importance of libraries and librarianship in the society. The study shows that in most cases the respective authority considers the library as tertiary organization of the country and the library does not perform any significant role for national development and affluence. They have always been viewing negative attitudes in allocating budgets for library development and updating library products and services with the help of new technologies. Lack of awareness as well as negative attitudes by these key individuals the libraries with special reference to special libraries and information centers in Bangladesh are lag far behind than other developing countries of world.

- ii. 'Special libraries and information centers have a low priority within the organizational system receiving slight funding as has been mentioned above.' The librarians, as a whole the library professionals are not regarded with high esteem by the state. There is tremendous lack of interest in libraries by the government or concerned authorities which resulting in modest or no effort to develop them. There is also, lack of interest from the part of the organization's higher administrators. The higher authorities should be given priority on libraries and make them as profit making/income generating organizations like other business organizations.
- iii. Management problem is another significant factor of the special libraries in Bangladesh. The study observes that about one-third of the surveyed libraries have no any management committee.
- iv. 'In terms of the staff category of special libraries and information centers in Bangladesh a large portion of them has seriously been suffering with non-professional library staff.' The survey found the very unimposing results, e.g. most of the special libraries have only 40 to 48 per cent professional staff. Results show that out of 481 library staff in 37 special libraries only 31.81 per cent are professional, 59.04 per cent non-professional and 9.15 per cent are semi-professional. Whereas every library should have more than 70 per cent professional and skilled library staff for managing it well.
- v. The authority has not designed any formal structure for staff position of the special libraries and information centers of

the country as a whole. Different libraries have assigned as different titles for the top post of the library. There is no resemblance of staff position with one library to another.

- vi. The study found that out of 37 sample special libraries, only 10.81 per cent are satisfied with their collection and most of the remaining libraries e.g. 51.35% are totally dissatisfied with their collections.
- vii. With respect to subscribing both national and international journals, only 6 to 8 special libraries of Bangladesh have been subscribing a satisfactory number of journals in their respective fields. Most of the special libraries do not have any budget for purchasing necessary journals and other related materials.
- viii. Out of 182 library users, 60 users have given first priority on 'Insufficient reading resources' and about 50 users have given second priority as well. In fact, a large number of special libraries are not capable to provide necessary information services to users with their satisfaction. The study also found that most of the library users are annoyed to the library staff as well as the librarian; and the librarian is also annoyed to the authority for not allocating sufficient budget for purchasing required reading resources.
- ix. One positive result is that a satisfactory number of special libraries (75.68%) are doing automated acquisition. The other functions e.g. cataloguing, serials control, circulation and current content, etc. are being provided by a limited number of sample libraries.

- x. The study found out that insufficient fund support is one of the major problems of special research libraries in Bangladesh. A large number of surveyed libraries are not receiving any financial budget for purchasing recent journals or books. Most of them are not capable to provide any modern technological facilities for better information services for researchers as well as subject specialists. Sometimes the parent organization allocates funds for purchasing technological equipments, e.g. computers, photocopiers, scanners, printers etc. but not for their maintenance. As a result, the program falls down in its initial stage.
- xi. One significant factor of the survey which has affected the rate of development of special libraries in particular has been the attitude of the decision makers in the organizations to which the libraries are attached. Though many libraries are now enjoying more status and recognition than previously, there still remains a reluctance to spend much on developing a library.
- xii. The problem of insufficient infrastructures exists in each and every library in Bangladesh which has been identified by both the respondents and the librarians of the study. The main problem in this case is the space allocated for the library which is often insufficient or is hosted in improper places. Most of the surveyed libraries do not have modern technological equipments for providing effective information products and services for users. In addition to this, the size of library collections does not justify the use of new technological facilities as well.



- xiii. Inadequate computing resources and other related technologies have been appearing another dilemma on the way of computerization or automation in the special and academic libraries in Bangladesh. Most of the library authorities said with grief that cost of computer and related peripherals is beyond their purchase ability. Maximum libraries are using micro computers which are in most of the cases can not support advanced systems.
- xiv. 'Most of the surveyed special libraries do not have any networking and resource sharing activities. The results have been shown that only 27% sample libraries are the member of national resource sharing network and about 21% are the members of different international networking systems. About 68% sample libraries of the country have not been maintaining any networking and resource sharing activities.'
- xv. The study also found the Leadership crisis in libraries and information science profession as a whole in the country. The lack of personnel with expertise in the field is also related to this. Moreover, there is no infrastructure sufficient for the development of information systems and services, installation of automation and use of ITs as a part of services. The depth of the problem is that libraries do not have enough employees to take care of their traditional functions as well as technological and users services, and there are very few at the professional level of employees.
- xvi. The study observed that a few numbers of sample libraries have started using new technologies since 1980s without creating the essential infrastructure. They did not consider

the economic, political and social implications, and also the views of authority on the use of modern technologies. In this way, they had some amount of money and they purchased without paying due attention to its use in the library. It is found that in some libraries computers are not being used in any important work necessary for automation. It is simply being used as a type machine.

- xvii. Users attitudes toward libraries and information services in Bangladesh is that a few literate and research communities are dependent on it. The concept of library and information services is not much clear to the general public even to many literate persons of the country. Frequently the library staff operates these functions and activities on behalf of users. From the survey it is evident that the user groups are not so much aware of the advanced level information services.
- xviii. There is also a problem relating to the lack of training programs which could lead to the development of skilled and experienced personnel to work in librarianship and information science professions. Consequently, even when information technology is introduced progress is hampered by the shortage of experienced personnel who can provide the required leadership.
- xix. The study also found the specific software and related hardware problems. Sufficient funds are not available to purchase suitable software to build the national bibliographic database and others. The dilemma for the library is that it has a choice either to continue or start to build its database using micro's CDS/ISIS, on an IBM PC.

Knowing that, this is a short term solution, or instead to seize the opportunity to upgrade to a system that can support its planned databases in the long term at the risk of inadequate hardware support.

- xx. 'the study observed that a large number of sample libraries did not introduce any marketing practices, functions and activities, e.g. more than 70 per cent libraries did not develop annual marketing plan, about 84 per cent did not make periodic studies for effective marketing programs, above 75 per cent of them did not have marketing information system, about 73 per cent did not design marketing activities for user services as well as 89.19 per cent special libraries did not assign any staff to analyze and implement the marketing programs to library and information services.'
- xxi. 'There is a lack of national coordinating center and effort of a professional association of new technology specialists to implement new ideas, policies, planning and new innovations systematically in the library and information services nation-wide as a whole.' If the nation's policy-makers and planners were enlightened the importance of library and information services in the development of the national economic, social, political and cultural facets, the situation would certainly have enormously been changed, especially with regard to the place of profession.

## **Recommendations and Conclusion**

Application of marketing techniques is very important in improving the capabilities of library's information products and services towards attaining the satisfaction of users. In the present day context, marketing obviously acts as a driving force in achieving quality library and information products and services and maximizing users' satisfaction at the minimum producing and delivery cost. It has also been observed that some special libraries and a few numbers of specialized academic libraries have been becoming as profit-making organizations due to adoption of new technological innovations and their implications, and changing nature of library's information storage, processing, retrieval and services.

The present study on marketing of information products and services of special libraries in Bangladesh resulted in a number of findings and observations, which are outlined above. Based on the analysis and interpretation of data the study proposed some suggestions in order to enhance the effectiveness of marketing of information products and services and to promote the utilization of information resources in special libraries in Bangladesh to the optimum level. Suggestions and recommendations are briefly sketched below.

### **Recommendations**

- An exhaustive survey should be carried out to identify the existing information resources, infrastructural facilities, availability of technological supports and users' needs and demands of the special libraries and information centers of the country for introducing marketing strategies and techniques.

- The administrators, policy-makers and the government executives should emphasize on the importance of libraries and information profession over the country. All these key individuals should avoid the negative attitudes in the development of libraries and library's information products and services, and the government should take the necessary administrative and financial measures required for making the libraries as profit-making organization and providing effective information services for users.
- A national commission should be set-up representing mainly by the participating libraries and information centers, users, experts and professionals in the field and the national professional associations should ensure continued support to the commission.
- The study observed that the special libraries and information centers have a low priority within the organizational system receiving all facilities. The parent organizations should be given priority on libraries and should support to make them as income generating organizations in the country.
- As the democratic and service oriented organization, every library should have a management committee to control over activities and evaluate current performance of it, and in formulating strategies and techniques for further development.
- The study noticed that most of the surveyed libraries and information centers of Bangladesh have seriously been suffering with non-professional manpower. Realizing the significance of library manpower in the information management and

considering the present set up of library manpower strength, it has been suggested that the government should take the necessary initiatives to control this tendency and should appoint the professional and skilled library staff to ensure quality information products and services.

- Most of the sample libraries are not fully equipped with adequate resources and technological facilities, library networking and resource sharing activities, reference and referral services and the cooperative acquisition of information should be introduced as immediate as parts of their library operations.
- The government of Bangladesh should design a national formal structure on staff position/designation and salary scale for our library professionals of the country as a whole. All libraries and information centers in Bangladesh should follow the proposed formal structure while they appoint the library staff.
- The study noted that only a few services such as, lending of books, reference and referral services, periodicals, etc. are highly ranked services used and other services are given lower ranking. Realizing the significance of variety of information services that influences the marketing strategies and techniques, it is recommended that the special libraries of Bangladesh should take necessary efforts to provide those services. Further, in order to enhance the awareness on the provision of such services, the librarians should conduct user education and orientation program to propagate the availability of library services, facilities and profit-making functions and activities.

- In view of the requirements expressed by the different users, e.g. teachers, students, researchers, scientists, specialists and general readers on various sources of information for teaching and research, it could be suggested that the libraries should acquire a variety of primary, secondary and tertiary sources in allied disciplines.
- Since the special library deserves the dignity of research institution and treasury of current knowledge, the study suggests that the special libraries of Bangladesh should subscribe the available world-class journals of relevant disciplines that are necessary for pursuing the research work properly and effectively.
- The special libraries of Bangladesh must have a good acquisition policy for building a sound collection of resources and making them as profit-making organizations. For effective utilization of information products and services, the acquisition policy should be objective and need-based.
- It should be made mandatory on the part of special libraries and information centers of Bangladesh to participate the resource sharing network programs and become members to harvest the progressive benefits of resource sharing and networks in a cost effective way.
- After a certain period of time, training programs should be organized by the special libraries and information centers of Bangladesh and manuals of the training should be prepared to update the knowledge and skills of the staff members assigned to basic library functions and activities, computerized

operations, information processing, serials control, repackaging and dissemination of information.

- The government or the respective authority should allocate sufficient financial budgets for the special libraries and information centers of Bangladesh in order to purchase recent books and journal, infrastructural development, purchasing technological equipments and staff management of the library.
- Considering the significant developments towards the establishment of digital libraries as one of the features of present day global information society and its importance in the information products, storage, retrieval and services, as well as introducing marketing strategies and techniques, it can be suggested that the special libraries of Bangladesh should march towards developing digital infrastructure and necessary digital initiatives to go in for creating digital libraries. Of course, it is challenging; but in our context it is an urgent need to establish digital libraries.
- Considering the importance of information marketing, we feel that there is an essential need for special libraries in general to develop strategies and techniques for the promotion of marketing their information products and services right from the identifying users' need down to effective evaluation of the marketing program.
- An effective information communication technology (telecommunication) should be developed by the special libraries of Bangladesh to facilitate quick transmission of information resources at the cost effective manner.



- To create awareness and optimistic attitudes among the administrators, planners, policy-makers, users and the higher authority of the parent organizations, effective motivational programs should be arranged immediately.
- An efficient leadership is an urgent need to develop the librarianship and information profession as a whole in the country, who would march towards the development of librarianship and professional benefits.
- Meetings, seminars, conferences, etc. should be organized with the participation of library and information professionals, administrators and users for evaluation and exchange of views, ideas and opinions concerning the present status of library's information products and services and marketing strategies and techniques.
- The special libraries of Bangladesh should have the availability of library-based software like CDS/ISIS for creating bibliographic databases and compatible hardware for effective operations.
- In order to possess a greater benefit, it might be suggested to form a national coordinating center and effort of a professional association of new technology specialists to implement new ideas, policies, planning and new innovations systematically in the library and information products and services nationwide.

## **Conclusion**

Marketing acts as a driving force in achieving quality information services and maximizing users' satisfaction at the minimum delivery cost. Instead of the user approaching for services in the library and information centers, the information must reach the user's place of work; whether it is a classroom, the research laboratory, the home or any other place of activity in any field of human knowledge. Although libraries were considered as non-profit service oriented organizations long time past; but in the recent time, the concept has been changed due to changing nature of demand for information by the users.

As a matter of fact, most special libraries in Bangladesh have already realized the imperative needs for introducing marketing strategies and techniques in their operation in order to ensure effective information products and services. But the efforts so far have been made informally in a limited scale to improve their operational and user oriented functions, technological facilities and other infrastructural development. The existing information systems and services of special libraries in Bangladesh are not much encouraging due to a lack of proper initiatives, planning, confidence and willingness of both the government and the professionals respectively.

From the forgoing discussion on marketing of information products and services of some selected special libraries in Bangladesh, it is urgently felt by the researcher that the existing infrastructure in terms of information acquisition, collection, processing, products, services and other technological facilities in special libraries are to be

strengthened. As is evidently proved from this study, the special libraries are yet to emerge as effective information handling institutions in the light of changes in information technology environment.

Libraries in general and special libraries in particular, have been suffering from financial constraints as well as limited manpower, which hinders the provision of effective information products and services. But this could be minimized to a large extent if there had been coordinated efforts from respective quarters. Librarians should accept the roles being forced by IT revolution, which would supplement and compliment the marketing of information products and services effectively for library users.

In order to make the special libraries and information centers of Bangladesh as profit making organizations by the implementation of marketing strategies and techniques, necessary initiatives, e.g. infrastructural, physical, financial and technological facilities as well as imperative willingness must be ensured. For a free flow of information throughout the global village application of marketing technique is a must.

## **Research Limitations**

The present study suffers certain limitations. First, the study is confined within some selected special libraries and information centers in Bangladesh. Broader selection of library and information centers may provide more useful information for the purpose of the study. Second, the size of the sample both of users and libraries might have limited the scope of the study. A large scale sample size would definitely provide more specific data and information for broad based policy implication.

Third, method of selecting the sample users and libraries is also a limitation of the study. Because, purposive sample is not a scientific method. However, before making the selection, a scientific approach was adopted to minimize the bias in selecting libraries. Fourth, the cost-benefit effect of the proposed model plan has not been assessed. Fifth and finally, the technological aspects for implementation of the model plan have also not been taken into account due to resource constraint. More user studies would have revealed a better picture.

Despite these limitations, the results of the present study would show some significant directions and suggestions towards the development of marketing of library and information products and services. It is expected that the findings of the study would help the planners and policy-makers in preparing a scientific need-based marketing programs for the sustainable development of special libraries and information centers of the country.

## **Appendices**

## Appendix – 1

Confidential

**A Ph. D Dissertation Research Questionnaire on:  
“Marketing of Information Products and Services:  
A Study on Some Selected Special  
Libraries in Bangladesh”**

**(Questionnaire for Library Survey)  
[Please Mark (√) where necessary]**

### **I. Institutional Information**

1. Name of the library : \_\_\_\_\_
2. Year of establishment : \_\_\_\_\_
3. Address : \_\_\_\_\_  
\_\_\_\_\_
4. Type of library : \_\_\_\_\_
5. Parent organization : \_\_\_\_\_
6. Name of the interviewer : \_\_\_\_\_
7. Position held : \_\_\_\_\_
8. Academic qualifications : \_\_\_\_\_
9. Experience as librarian : \_\_\_\_\_

**10. Membership (total):**

- |                    |                      |                   |                      |
|--------------------|----------------------|-------------------|----------------------|
| i. Teachers        | <input type="text"/> | ii. Researchers   | <input type="text"/> |
| iii. P.G. students | <input type="text"/> | iv. U.G. students | <input type="text"/> |
| v. Others          | <input type="text"/> |                   |                      |

**11. Is the library managed by (please tick on appropriate one):**

- |               |                          |                                |                          |
|---------------|--------------------------|--------------------------------|--------------------------|
| i. Government | <input type="checkbox"/> | ii. Autonomous body            | <input type="checkbox"/> |
| iii. NGO      | <input type="checkbox"/> | iv. International organization | <input type="checkbox"/> |
| v. Private    | <input type="checkbox"/> | vi. Other (please specify)     | <input type="checkbox"/> |

**12. Does the library have library managing committee?**

Yes  No

**13. Is there any mechanism to review the library activities and services for improvement?**

Yes  No

**If yes, how?**

- |                                  |                          |
|----------------------------------|--------------------------|
| i. Through committee meeting     | <input type="checkbox"/> |
| ii. Survey through questionnaire | <input type="checkbox"/> |
| iii. Through open forum          | <input type="checkbox"/> |
| iv. Others (pl. specify)         | <input type="checkbox"/> |

**14. Does the library maintain library statistics?**

Yes  No

**15. Total strength of library staff.**

- |                          |                      |
|--------------------------|----------------------|
| i. Professional          | <input type="text"/> |
| ii. Semi-professional    | <input type="text"/> |
| iii. Non-professional    | <input type="text"/> |
| iv. Others (pl. specify) | <input type="text"/> |

**16. Present staff position (total number of staff):**

Designation	No. of Personnel	Qualification	Salary
i. Senior Librarian	_____	_____	_____
ii. Librarian	_____	_____	_____
iii. Deputy Librarian	_____	_____	_____
iv. Assistant Librarian	_____	_____	_____
v. Junior Librarian	_____	_____	_____
vi. Other Professional	_____	_____	_____
vii. Non-Professional	_____	_____	_____

**17. Do you arrange any training program for your staff?**

Yes  No

**II. Collection**

**1. Please indicate the number of collection against each of the following:**

Manuscripts	<input type="text"/>	Text books	<input type="text"/>
Periodicals	<input type="text"/>	Thesis	<input type="text"/>
Audio-visual materials	<input type="text"/>	Microforms	<input type="text"/>
Computer readable tools	<input type="text"/>	Reports	<input type="text"/>
Reports & Proceedings	<input type="text"/>	Others	<input type="text"/>

**2. How do you rate your present collection?**

Adequate  Almost adequate   
 Inadequate  Poor

**3. Number of journals being subscribed:**

Local	<input type="text"/>
International	<input type="text"/>
National	<input type="text"/>



**4. Growth of collection during last five years:**

<u>Financial year</u>	<u>Total collection added</u>
1997-98	
1998-99	
1999-00	
2000-01	
2001-02	

**5. List the subject areas where collection is stronger (in order):**

<u>Subject area</u>	<u>No. of collection</u>
i.	
ii.	
iii.	
iv.	
v.	
vi.	
vii.	

**III. Library Users****1. Total number of users using the library (daily):**

a. Teachers	:	
b. Researchers	:	
c. Scientists	:	
d. Govt. officials	:	
e. Students	:	
f. Others	:	

**2. What is the user's attitude toward library?**

Enthusiastic

Positive

Comfortable in library setting

Indifferent

Intimidated or embarrassed

Negative

**IV. Infrastructural Facilities****1. Please write the details of the hardware, software and other equipment available in your library:****i. Hardware****Total number**

Computer

:

Scanner

:

Reprographic equipment

:

Audio-visual equipment

:

Any other

:

ii. Name of software used

:

iii. Others

:

**2. Please give your opinion about the above existing facilities:**Adequate Almost adequate Inadequate

**V. Library/Information Products and Services**

1. Which of the followings are your library products/publications?

**Products/Publications**

**Nature of Activity**

	Major	Minor	None
Current awareness bulletin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subject bibliography (specialized)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indexing/abstracting journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Periodical holding list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Union list of serials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio-visual material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other (pl. specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. What services are provided by your library and information centre?

a. Reference services	<input type="checkbox"/>	b. Referral services	<input type="checkbox"/>
c. CAS	<input type="checkbox"/>	d. SDI services	<input type="checkbox"/>
e. Inter-library loan	<input type="checkbox"/>	f. Index. & abst. services	<input type="checkbox"/>
g. Reprographic services	<input type="checkbox"/>	h. Computerized services	<input type="checkbox"/>
i. Others (pl. specify)	<input type="checkbox"/>		

3. Are the library operations:

Manual	<input type="checkbox"/>	Computer based	<input type="checkbox"/>
Partly computerized	<input type="checkbox"/>		

## VI. Acquisition

### 1. Book/monograph purchasing methods:

- |                           |                          |
|---------------------------|--------------------------|
| a. Inviting quotation     | <input type="checkbox"/> |
| b. Appointing vendors     | <input type="checkbox"/> |
| c. From local book stalls | <input type="checkbox"/> |
| d. Others (pl. specify)   | <input type="checkbox"/> |

### 2. Methods of periodical subscription:

#### i. Inland

- |                           |                          |
|---------------------------|--------------------------|
| a. Through agents         | <input type="checkbox"/> |
| b. Direct from publishers | <input type="checkbox"/> |
| c. Others (pl. specify)   | <input type="checkbox"/> |

#### ii. Foreign

- |                           |                          |
|---------------------------|--------------------------|
| a. Through agents         | <input type="checkbox"/> |
| b. Direct from publishers | <input type="checkbox"/> |
| c. Others (pl. specify)   | <input type="checkbox"/> |

## VII. Processing

### 1. Use of classification scheme for processing library materials:

- |  |                          |
|--|--------------------------|
| a. Dewey Decimal Classification (DDC)      | <input type="checkbox"/> |
| b. Universal Decimal Classification (UDC)  | <input type="checkbox"/> |
| c. Library of Congress Classification (LC) | <input type="checkbox"/> |
| d. Colon Classification (CC)               | <input type="checkbox"/> |
| e. Other (pl. specify)                     | <input type="checkbox"/> |

### 2. Catalogue Code followed for processing:

- |                        |                          |                 |                          |
|------------------------|--------------------------|-----------------|--------------------------|
| a. A.L.A.              | <input type="checkbox"/> | b. A.L.A.' 49   | <input type="checkbox"/> |
| c. A.A.C.R. - 1        | <input type="checkbox"/> | d. A.A.C.R. - 2 | <input type="checkbox"/> |
| e. Other (pl. specify) | <input type="checkbox"/> |                 |                          |

### 3. Are you compiling bibliographies?

Yes  No

4. Are you preparing indexes and abstracts?

Yes

No

### VIII. Information Technology and Services

1. Have you initiated computerization?

Yes

No

If yes, mention the followings:

Name of operation

No. of records computerized

- a. Acquisition
- b. Cataloguing
- c. Serials control
- d. Circulation
- e. Current content
- f. Any other


2. Please write the name of Databases available in your library.

- a.
- b.
- c.

3. Please indicate the availability of databases on CD-ROM.

- a.
- b.
- c.

4. Please mention the services and facilities provided by your library/centre

- a. Internet search
- c. Document scanning
- e. Others (pl. specify)


- b. Email facilities
- d. Print facilities


**IX. Inter Library Loan Services**

1. Average book loan period (in weeks) :

2. How are you getting information from your users when they need?

- |                       |                      |                       |                      |
|-----------------------|----------------------|-----------------------|----------------------|
| a. By direct approach | <input type="text"/> | b. By writing letters | <input type="text"/> |
| c. By telephone       | <input type="text"/> | d. By sending persons | <input type="text"/> |
| e. By all means       | <input type="text"/> |                       |                      |

3. Are your users interested for the following resources available in other libraries?

- |                       |                      |                    |                      |
|-----------------------|----------------------|--------------------|----------------------|
| a. Periodicals        | <input type="text"/> | b. Books           | <input type="text"/> |
| c. Non-book materials | <input type="text"/> | d. Reference tools | <input type="text"/> |
| e. Others             | <input type="text"/> |                    |                      |

**X. Library Network**

1. Participation of the library in resource sharing network(s):

- |             |                      |                  |                      |
|-------------|----------------------|------------------|----------------------|
| a. Local    | <input type="text"/> | b. National      | <input type="text"/> |
| c. Regional | <input type="text"/> | d. International | <input type="text"/> |
| e. None     | <input type="text"/> |                  |                      |

2. Please give your opinion about the importance of networking of libraries in Bangladesh in the prevailing situation:

- Most useful  Useful  Moderately useful

## **XI. Library Finance and Budget**

**1. Please give details of the library expenditure for last five (5) years:**

<b>Years</b>	<b>Books</b>	<b>Periodicals</b>	<b>Others</b>	<b>Total</b>
1997-98	_____	_____	_____	_____
1998-99	_____	_____	_____	_____
1999-00	_____	_____	_____	_____
2000-01	_____	_____	_____	_____
2001-02	_____	_____	_____	_____

**2. Mention the sources of finance for the library:**

a. International (outside Bangladesh)


b. Government


c. Parent body

d. UGC

e. Others (pl. specify)

## **XII. Marketing Programs**

**1. What is the library's core strategy for achieving its objectives?**

---



---



---



---

**2. How do you market your library resources optimally to the various organizations /users?**

---



---



---

3. Does your library develop an annual marketing plan?

Yes  No

4. Does the library carry out periodic studies to determine the contribution and effectiveness of marketing programs?

Yes  No

5. Does the library have a marketing information system?

Yes  No

If yes, are the marketing activities designed to serve the needs of different users?

Yes  No

6. Is any staff of your library assigned to analyze, plan, and implement the marketing of information?

Yes  No

If yes, is there a need for training of those staff involved in marketing activity?

Yes  No

7. Do your library staff understand the marketing of information concept?

Yes  No



**8. How do you publicize?**

- by announcements and discussions in meetings
- by newsletters, brochures
- by posters in library
- by hand-outs
- by newspapers
- by sending personal letters
- by telephone contact
- by one-to-one when the users are in library
- by one-to-one discussions in or outside the library


**Thank you,**

**Signature** : \_\_\_\_\_

**Date** : \_\_\_\_\_

## Appendix - 2

Confidential

**A Ph. D Dissertation Research Questionnaire on:  
“Marketing of Information Products and Services:  
A Study on Some Selected Special  
Libraries in Bangladesh”**

**Questionnaire  
(User Survey)**

[Please Mark (✓) where necessary]

1. Name of the User : \_\_\_\_\_
2. Academic Qualification : \_\_\_\_\_
3. Institution(s) Attached : \_\_\_\_\_
4. Position held : \_\_\_\_\_
5. Occupation : \_\_\_\_\_
6. Age (Year) :  20-35  35-50  50-above
7. Field of Specialization : \_\_\_\_\_

**8. Why do you visit the library?**

- |                                  |                          |                              |                          |
|----------------------------------|--------------------------|------------------------------|--------------------------|
| a. Reading general books         | <input type="checkbox"/> | b. For research purpose      | <input type="checkbox"/> |
| c. Searching periodical articles | <input type="checkbox"/> | d. Using IT facilities       | <input type="checkbox"/> |
| e. Using audio-visual materials  | <input type="checkbox"/> | f. Consulting lib. authority | <input type="checkbox"/> |
| g. Others                        | <input type="checkbox"/> | for necessary information    | <input type="checkbox"/> |

**9. How many day(s ) do you visit library in a week?**

Days

**10. Which information do you frequently look for in this library?  
(Please indicate priority rank)**

- |                                 |                          |
|---------------------------------|--------------------------|
| Reference information/materials | <input type="checkbox"/> |
| Current information             | <input type="checkbox"/> |
| Conference/seminar proceedings  | <input type="checkbox"/> |
| Periodicals                     | <input type="checkbox"/> |
| Textbooks                       | <input type="checkbox"/> |
| Others (please specify)         | <input type="checkbox"/> |

**11. Are you aware of indexing and abstracting services?**

Yes  No

**12. Do you know how to use indexes and abstracts?**

Yes  No

**13. Please indicate your need of information services according to priority:**

CAS & SDI services	<input type="checkbox"/>	Reference & referral Services	<input type="checkbox"/>
Bibliographic services	<input type="checkbox"/>	Indexing & abstracting services	<input type="checkbox"/>
Reprographic services	<input type="checkbox"/>	Using periodicals	<input type="checkbox"/>
Audio-visual services	<input type="checkbox"/>	Internet services	<input type="checkbox"/>
Translation services	<input type="checkbox"/>		

**14. Do you find available all the information services you have mentioned?**

Yes  No

**15. Do you have free access to all of them in the library?**

Yes  No

**16. Are your information needs being met satisfactory?**

Yes  No

**17. Please rank your level of satisfaction/dissatisfaction of the following:** (pl. tick)

<u>Services</u>	Fully Satisfy	Satisfied	Marginally Satisfied	Fully Dissatis.	No Comment
• Manuscripts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Books (text)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Periodicals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Journals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Reference book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Photocopy service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Computer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Audio-visual service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Document loan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Required information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Indexing service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Abstracting service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Current jour./books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Reference services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Inter-library loan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Micro film	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**18. Are you satisfied with the behavior and activities of library staff?**

Yes

No

**19. How far the library collections meet your information?**

Most adequately

Adequately

Satisfactorily

Poorly

**20. Do you think that the library staff are enough skilled/trained to satisfy your information need and services?**

Yes  No

**21. How do you know about new arrivals of the library?**

Sources: Through friends   
 Through library staff   
 Through professionals   
 Through technical meeting   
 Other (pl. specify)

**22. Please identify major problems of the existing information services of the library (pl. rank according to importance)**

Insufficient reading resources   
 Lack of proper information services   
 Insufficient infrastructural facilities   
 Inconvenient working hours   
 Lack of proper organization of resources   
 Behavior of library staff   
 Lack of adequate cleanliness   
 Insufficient IT facilities   
 Other (pl. specify)

**23. Do you ever recommend the library to acquire publication of your specific interest?**

Yes  No

**24. If yes, the response of the library was:**

Highly satisfactory   
 Satisfactory   
 Not satisfactory   
 Poor   
 No comment

25. Do you maintain personal library?

Yes

No

If yes, how many volumes of books/journals are there in your collection?

Number of books

Number of journals

26. What, in your opinion, should be the ideal characteristics of an efficient library and information services? (pl. specify point-wise)

1. \_\_\_\_\_
2. \_\_\_\_\_
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Thank you,

**Signature** : \_\_\_\_\_

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