Marketing of Information Products & Services by the Research Scholars & Scientists in Central Soil Salinity Research Institute, Karnal: A study

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Abstract: *The present study has been undertaken to assess the Marketing of Information Products & Services by Central Soil Salinity Research Institute under the Indian Council of Agricultural Research in all the disciplines of CSSRI, Karnal. A well structured questionnaire was distributed among the research-scholars and Scientists of four departments viz Soil and Crop Management, Irrigation and Drainage Engineering, Crop Improvement & also Technology Evaluation and Transfer under the Central Soil Salinity Research Institute karnal. The responses were gathered from 35 users (30 Scientists and 05 Research Scholars).The findings of the survey reveal useful facts about the Marketing of Information Products & Services gender wise use the CSSRI library male respondents were 82.85% than female respondents which were 17.14%. Only14.28% respondents were used the off line library that thrice in a Week, 5.71% daily and 28.57% occasionally. In fact 34.28% users were using the online library daily, 11.42% weekly and 5.71% Scientists thrice in a week use the online library. CSSRI Respondents were 100% using the library for the purpose of Research work & Writing/Presenting paper, and update knowledge which were the second purpose for which users use the library i.e. 71.42%. The third purpose for using the library i.e. 34.28% users were teaching and 22.85% education regarding which used the library by Scientists on CSSRI, Karnal. Only14.28% respondents were positively using the library for entertainment only. On the basis of the findings, it was suggested that the intensive effort was required from the part of the top management of the library, and authorities of the concerned ICAR to overcome the identified weakness. Most of the respondents gave proper feedback mechanism to monitor the effectiveness of the services and products. Regular surveys of the respondents should be conducted to know the continuity/discontinuity of the existing services/products and initiation of new services/products. It was also suggested that it should adopt some of the marketing and promotional strategies including publications, programmers of events, media and effective presentation of information products and services through the library website.*
Keywords: *Information Products and Services, CSSRI, Library services, Marketing, Products, use.*

I. Introduction

In the knowledge based society & economy of the 21st century, users' expectations and engagement with knowledge & information have grown in sophistication. Recent decades have witnessed an explosion in the quantity of information being produced, which in turn has created vast opportunities for information-based businesses. The time has come for information to be treated as a unique product with goods & services.

In the present age of information technology, libraries & information centers have become profit making organizations due to adoption of new technological storage, processing, retrieval & 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, or the research laboratory, the home or any other place of activity in any field of life **(Kotler and Andreasen, 1995).** 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 and 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. 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. 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 Research Libraries in India have been reflected as social and non-profit service oriented organizations providing information to their members from a long time past. 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 **(Munshi, 2004)**. The libraries have also been initiated to make them as profit making organizations providing better information products and services to users.

Concept of Marketing

Basic to all of the marketing is the idea of "responsive organization" just described. Given an organization that is open to personal suggestions from its clients and that is flexible and creative enough to adapt itself or its services to meet the changing needs and demands of these clients, certain questions face the organization. Five key marketing concepts relate to these questions **(Zachert, 1986).**

Marketing activities are a prominent part of life today. Many people work in marketing jobs or holding positions with marketing departments. Most people think of marketing solely as advertising or selling. In reality, marketing is much more than selling the product or services. It is one to one interaction and an exchange of value in which both parties 'gain something'. Information professionals may not realize that they themselves are already engaged in some marketing activities every day. Information professionals have to recognize that creating and following a marketing plan is an invaluable tool; they should learn how to harness its power to benefit the corporate library and the enterprise as a whole **(Brown, 1997).**

The difference between selling and marketing is that 'selling focuses on the needs of the buyer'. Levitt goes on to say that marketing is concerned with 'satisfying the needs have the customers by means of the product and the whole cluster of things associated with creating, delivering and finally consuming it'. To market effectively, information professionals must know their organization's business thoroughly to be able to contribute to its success **(Levitt, 1986)**

Concept of Marketing in Library

The history of marketing library began long before the concept was born. Samuel Swett Green in his often quoted speech at the ALA Conference in 1876 advocated "improved personal relations between librarians and readers". It could be said that today's marketing of library services has its roots in parts of the USA and Northern Europe, in countries with few illiterates and more money, libraries, and library schools than the rest of the world. This certainly does not mean that the idea of libraries reaching out to "the common man" has not occupied librarians in other parts of the world. For instance, there is the example of the "library movement" in India at the beginning of the 20th century **(Renborg, 1997).**

Definition of Marketing

The word marketing means different thing to different people.

National Association of Marketing Teachers (1935) "Marketing is the performance of business activities that direct the flow of goods and services from producer to consumers" **(Gupta, 2008).**

American Marketing Association (2004) " Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders."

II. Review of Related Literature

Anil Kumar (2014) conducted a study has been undertaken to assess the marketing of information products & services in Kurukshetra University library in the disciplines of social science. A well structured questionnaire was distributed among the research-scholars and teachers of seven departments viz History, Public administration, Social Work, Economics, psychology, Sociology, Political Science under the Social Science in K.U.K. The responses were gathered from 120 users (40 Teachers and 80 Research Scholars).The findings of the survey reveal useful facts about the marketing of information products & services in kurukshetra university library.43.33% of the respondents were always using the library daily, 14.16% sometimes and14.16% respondents were usingthe library once in a week, 6.66% twice in a week. Only 20.83% respondents were using the library by occasionally. 94.16% respondents were use the library for research needs, 70.83% education purpose only. On the basis of the findings, it was suggested that in order to improve the library personnel should

be made aware of the concepts and principles of modern marketing. So provide better provision for the library staff to attend in-service and career advancement courses and also most of the respondents were willing to pay for information products & services imply that they rely on the quality of information products than the existing products, which were freely available. So kurukshetra university library have to restructure or develop some of the existing products and services and to start new services based on market analysis. Most of respondents were suggested that Kurukshetra University library should take necessary steps to install plasma or LCD screen in the library entrance hall to display notices and information (photographs, videos etc.) of their information services and products.

Abdul salami (2013) conducted a study of investigate marketing of library and information services prevalent in six geographical zones in Nigeria Polytechnic. The survey method was used for conducting the study, the instruments used for gathering data were questionnaire, observations and documentary sources. The librarians and students were sample using purposive sample techniques. The data collected was analyzed using frequency and percentages. The study reveals the information resources that were available in most polytechnics libraries as books, journals, pamphlets as well as information communication technology in most Polytechnics libraries, also library orientation and current awareness services were mostly used in marketing their resources and services. Recommendations, annual displays and exhibitions of resources were among resources recommended to library resources so as to attract users to library services.

Vij (2012) reviewed the studies which has been undertaken to discuss the development of information society, the libraries have also gone through a transformation. Libraries were much like a service industry where user satisfaction is supreme. The author dealt with the marketing of library products and services in India. Due to the pressure of growing technologies, expectations of users, high maintenance costs and reducing budget, the need of marketing of library products & services has increased considerably. The marketing process of library products and services needed strategic planning. The major finding of the survey revealed to cover all those activities based on techniques, obstacles & requirement of effective professional skills in marketing of library products and services in India.

Khan (2012) reviewed studies has been undertaken to explore different applications of social media for marketing of library and information resources and services. It investigated the respondent's attitude towards the usefulness of social media in marketing of library. A survey research method was administered by using a peer-reviewed and pilot-tested questionnaire. Data were collected from librarians and LIS school academicians working at BahauddinZakariya University of Multan and the Islamia University of Bahawalpur. The major Findings showed that respondent's attitude was positive; majority agreed that the use of social media is important to capture the attention of online users and helps in distance learning and knowledge sharing. Respondents recommended the use of Facebook, Wikis, LinkedIn, Blogging, YouTube and online groups for marketing different library services. They indicated that inadequate training opportunities, lack of knowledge, privacy and identity theft, slow speed of internet and electricity failure were the problems for applying social media in libraries of Pakistan for marketing library resources and services. They demanded for trainings for social media usage and suggested that libraries should develop social media page for maximum exploitation of library services. The Study recommended that libraries should develop their marketing plan for utilizing social media for news and service alerts and quick updates to online users and fund raising.

Ansari (2010) reviewed studies have been undertaken to discuss faculty awareness & find out new ways and means for the marketing of library & information services and products in the digital era i.e. Marketing concepts, components of marketing in initial stage of marketing and basic skills necessary for it. Marketing oriented thought was necessity in today's competitive world in digital era. There was a competition not only among companies but also among nonprofit organizations. The study emphasized that the need of marketing, its trinity concept, usefulness in libraries, & method of providing "LIBRARY AND INFORMATION PRODUCTS AND SERVICES", guidelines and implementation of marketing and the feedback mechanism for improvement in digital era has been discussed.

Shariful (2009) conducted a study on an article considered the concept of marketing in the light of library and information services and mention the necessity of marketing techniques in library and information centres. It provided an outline of the principles of information products/ services marketing and discussed the key steps of marketing for library and information centres. The article indicated the methods of applying marketing techniques to library and information centres and marketing difficulties to library and information services in developing countries were also discussed, with particular reference to those in Bangladesh.

Popoola (2008) Reviewed studies has been undertaken to discuss faculty awareness & use of library information products and services in South West Nigeria Universities. Systematic random sampling method was used to select 446 faculty members from a population of 4,459 in the universities. A questionnaire formed the major instrument for data gathering. The response rate achieved was 89.7% and the reliability coefficient of the questionnaire used was 0.72%. The study emphasized the idea that there was a significant difference in faculty awareness of available library products & services.

Nerisa (2008) reviewed studies has been undertaken to discuss electronic information resources and services offered by the J.D Rockefeller Research Library at Egerton University and the marketing of those resources. The author examined the various reasons for marketing information resources with emphasis on the various marketing strategies used by the J.D Rockefeller Research Library towards effective utilization of the available resources in supporting research, teaching and learning. The strategies include use of posters, notices, brochures, telephone calls, Current Awareness Services (CAS), workshops and seminars and decentralization of services among others. The study concluded with a discussion of cost effective use of those strategies in research and teaching.

AmritpalKaur (2007) Reviewed studies has been undertaken to assess the attitude of users towards the marketing of information services and products of university research libraries. A structured questionnaire was distributed among the library users of four universities of Punjab and Chandigarh. The responses were gathered from 1237 users (241 teachers, 271 research scholars and 725 postgraduate students). The major findings of the survey revealed useful facts about marketing of information products and services. More than 61% were willing to pay for developed information services and 57% for developed information products.

Kaur and Rani (2007) conducted a study on the Marketing of Information Products & Services in University libraries of Punjab & Chandigarh. The finding of the survey revealed useful facts about marketing of Information Products & Services. In fact 61% of the respondents were willing to pay for the developed Information Services & 57% for developed Information Products and suggested that the library should adopt on appropriate marketing approach. Information centres enable the users to keep up with innovations by providing them various Information Services. Proper feedback mechanism was required to monitor the effectiveness of the services and products. Price charged for developed library services and products should be reasonable.

Spalding and Wang (2006) tried to explore how the Marketing concept was applied in practice to marketing academic library services through the experiences of academic libraries across USA. They focused on using marketing as a managerial tool to accomplish strategic organizational goals and objectives. In 2002-03 the Association of College & Research Libraries (ACRL), in partnership with ALA, customized the ALA campaign for academic libraries of America. Many of the resources developed by ACRL were available over the WWW. The authors have tried to highlight the concepts incorporated in this campaign and have provided examples of how some academic libraries had customized for their use the concepts and resources to successfully meet local goals. The authors conclude that ACRL,s Academic Research Library campaign provided tools to assist librarian in better understanding their library users and the services they needed, incorporating this information into service improvement & communicating more effectively what the library can deliver.

Sharma and Choudhary (2005) conducted a case study of All India Management Association (AIMA) Library. The authors found that experience of marketing of information services and products was very encouraging at the AIMA Library. The users' satisfaction assessment was overall good, which was evident from the fact that users were constantly asking for information through all possible means say e-mail, telephone, fax, mail and personal visits. Revenues generation of AIMA Library through products and services was also good and it was moving towards self sufficiency. The author's opinion that at present when library budgets were shrinking, marketing of its products was earnestly required.

Rajyalakshmi and Waghmare (2004) conducted a study on the concept of marketing, need for marketing of knowledge products and services in libraries in the present context, the activities which could be undertaken for marketing; different products which become financial resource generators for libraries. The ways and means of promotion; different methods of generation of finances in libraries, and some examples of charges collected for knowledge products and services were given and methods for price estimations for different services and products were discussed. It concluded by suggesting electronic information infrastructure has a great potential which the librarians and managers of information centers could utilize and become the potential finance resource generators for their sustainability, which would affect on growth and image of libraries and information professionals in India.

Kavulya (2004) conducted a study in the selected university libraries in Kenya revealed that regardless of the type, libraries were under pressure to justify their existence and funding through provision of customer or market-oriented services. That required a shift from product of service orientation to customer or need orientation. The study aimed isto identify the various types of library marketing covered out in the university libraries in Kenya. It also examined the methods used by university libraries in Kenya to market their services to different categories of users and the problems experienced therein. The population of the study consisted on six university libraries in the government sector and five in the private sector serving the academic community in Kenya. Among those two each from government sector and private sector were selected as sample. Data collected through interview using an interview schedule. The chief librarians of the selected universities were interviewed. Different marketing concepts provided libraries with the tools for collecting and analyzing useful data about information needs of customers, which assists in designing, developing and delivering appropriate services. The analysis revealed that there was a strong support for marketing of library resources. It concluded

that, although efforts have been made to achieve this, more emphasis must be put on promotion of the already existing services and therefore on the need for university libraries in Kenya to adapt more systematic techniques in collecting data on their user needs, if they go to design and delivery services that fit user requirements.

Ekpenyong (2003) conducted a study of the marketing and promotion of information services in the University of Ibdan Library in Nigeria, now known as Kenneth Dike Library. It was a case study on the need to market information services to the target markets that were already available, namely: Lectures (teachers, researchers) students (undergraduates and post graduates), administrators and others (including national and international researchers). The analysis based on the statistics available from library records revealed that the library system has a big problem of reaching out to its target users. Lack of an effective marketing strategy of library resources has been found to be the main reason why targeted users- university teachers, researchers and students-are not using the library as they should. The study found that less than a quarter of those targeted users register annually in the library. A more aggressive marketing strategy has been set in place to sensitize users to the wealth of information resources available in the library.

Torres (2002) conducted a research study of marketing information services aimed at to determine the addressed how marketing efforts were integrated into training programmes for information professionals. What was done to promote the integration of marketing techniques in information service management and which marketing techniques were used to understand the environment of the service, met the needs of the users and non-users, optimize services and communicate effectively with the various sections of the public.

Martey (2000) conducted a study on marketing of information products and services of academic libraries. The author found that -the important variables involved in marketing the products and services of academic libraries. The importance of the quality of service and a focus on the customer was emphasized. Though inadequate funding may affect delivery of services, the academic librarian should be motivated by that challenge to plan and implement a marketing strategy to ensure heavy patronage. Heavy use determined the worth and survival of the library in the face of stiff competition from new and aggressive entrants into the information market place. It concluded with realities of the library situations in Ghana academic libraries obviously could market what was not available. They may not be in a position to provide quality services to users because of the serious problems of funding and retraining that Ghanaian librarians were struggling to solve. Suggested that however small the service was, there was a lot to be gained by embracing the marketing concept.

III.   Research Methodology

For the purpose of the study, a questionnaire was designed (Appendix-1). The questionnaire was pre-tested before using it with the survey population. All the respondents were given the same questionnaire irrespective of their status. The questionnaire was distributed to any of the respondents who willingly agreed to participate in the study. The respondents were interviewed also to fill in the gaps, if any. A five point Likert scale has been used to know the users attitude towards marketing, level of satisfaction, and marketing statements.

Data Collection

The users' questionnaires were distributed personally to all the 40 respondents under various categories, viz. Scientists & Research Scholars in all the disciplines of CSSRI Karnal. The respondents had to visit many times, particularly to the Scientists to collect the filled up questionnaires and in all the four departments it was collected. However, in spite of regular visits & reminders not all the filled questionnaires could be received back. The following table shows questionnaires distributed & filled up received from both the category of users of all the disciplines of CSSRI karnal under the ICAR (Indian Council of Agricultural Research).

Population

Sr. No	CSSRI Respondents	Questionnaires Distributed	Questionnaire Received
01	Scientists	35 (87.5%)	30 (75.0%)
02	Research Scholars	05 (12.5%)	05 (12.5%)
Cumulative Total		40 (100%)	35 (87.5%)

Objectives of the Study

The present study intends to investigate the following objectives:
❖ To examine and access the Information Products & Services provided by the CSSRI, karnal in the disciplines of Agriculture Science.

- ❖ To identify the Information needs of Scientists and Research Scholars and willingness to pay for the Information Products & Services by Central Soil Salinity Research Institute in the disciplines of Agriculture science.
- ❖ To investigate the knowledge of awareness of Marketing of Information Product & Services among the library users.
- ❖ To examine and understand the common problem faced by the users to access the Information Product & Services in CSSRI library.

Scope of the Study
   The study is being undertaken in order to identify the usability of Marketing of Information Products & Services available in CSSRI karnal (under the ICAR) in the disciplines of Agriculture Science. The study will include Research Scholars & Scientists of all the four departments viz, Soil and Crop Management, Irrigation and Drainage Engineering, Crop Improvement & also Technology Evaluation and Transfer following under the Agricultural Science.

Statement of the Problems
   Documentation activities of a country are very much interred linked with the research & developmental efforts of the country. Research libraries spend huge amounts every year in building up their collections and offering library services. But these are of no use if these are not used to satisfy information needs of the library users. Effective utilization of resources and services can be achieved through marketing approach. It can assist them in the task of designing, developing and delivering appropriate services and products. Therefore, it is inevitable to know the attitudes towards marketing of information products & services among the librarian and users. Thus, the topic of my research is *"MARKETING OF INFORMATION PRODUCTS & SERVICES BY THE RESEARCH SCHOLARS & SCIENTISTS IN CENTRAL SOIL SALINITY RESEARCH INSTITUTE, KARNAL: A STUDY".*

IV. Analysis & Interpretation
Part- A Personal Profile
Table 1. Gender wise Use the Library Products &Services

S.N	Gender wise	Response No %
01	Male	29(82.85)
02	Female	6 (17.14)
Cumulative Total		**35 (100)**

Table 1.shows that among Marketing of Information Products and Services in the CSSRI library male respondents were 82.85% and greater than female users which were17.14%.

Table 2. Status wise Use the library products & services

S.N	Status wise	Response No %
01	Scientists	30 (85.71)
02	Research Scholars	5 (14.28)

Results in table 2. Show that marketing of Information Products and Services use the CSSRI library more popular Scientists than the Research Scholars. Out of total respondents 85.71% Scientists and 14.28% Research Scholars were used the library products and services.

Part- B Library Use Pattern
Table 3. Frequency of Use the Library

Respondents	Off- Line					On-Line				
	Daily	Weekly	Thrice In a Week	Occasionally	Never	Daily	Weekly	Thrice In a Week	Occasionally	Never
Scientists	-	-	5 (14.28)	10 (28.57)	-	10 (28.57)	3 (8.57)	2 (5.71)	-	-
Research Scholars	2 (5.71)	-	-	-	-	2 (5.71)	1 (2.85)	-	-	-

Table 3.shows the respondents various availability available use the library. 14.28% respondents were used the off line library thrice in a Week, 5.71% daily and 28.57% occasionally. In fact 34.28% users were using the online library daily, 11.42% weekly and 5.71% Scientists thrice in a week use the online library.

Table 4. Average time spent in the Library

Respondents	Off- Line					On-Line				
	Less than 30 Min. to 1 Hour	1 to 2 Hours	2 to 3 Hours	3 to 4 Hours	More than 4 Hours	Less than 30 Min. to 1 Hour	1 to 2 Hours	2 to 3 Hours	3 to 4 Hours	More than 4 Hours
Scientists	-	8 (22.85)	-	-	-	-	2 (5.71)	6 (17.14)	5 (14.28)	9 (25.71)
Research Scholars	1 (2.85)	-	-	-		-	-	1 (2.85)	3 (8.57)	-

Table 4.shows that Agricultural Scienceusers i.e. Scientists and Research Scholars were mostly spend time on the offline and online CSSRI library. Only 2.85% respondents spend less than 30 minutes to 1 hour and 22.85% 1 to 2 hours regarding offline time in the library on a visit. In fact 25.71% users were using the on-line library bymore than 4 hours, 22.85% Scientists and Research Scholars both were 3 to 4 hours and also 20% respondents 2 to 3 hours time spend in the online library. Central Soil SalinityResearch Institute Scientists only 5.71% 1 to 2 hourstime spend by online library.

Table 5. Purpose do you use the Library

S. N	Respondents	Teaching	Research Work	Entertainment	Updating Knowledge	Education	Writing Paper & Presenting paper	Translation
01	**Scientists**	10 (28.57)	30 (85.71)	3 (8.57)	20 (57.14)	8 (22.85)	30 (85.71)	-
02	**Research Scholars**	2 (5.71)	5 (14.28)	2 (5.71)	5 (14.28)	-	5 (14.28)	-
	Cumulative Total	12 (34.28)	35 (100)	5 (14.28)	25 (71.42)	8 (22.85)	35 (100)	-

Most of the respondents use the library for more than one purpose. The analysis shows that main purpose of use the library were Research Work & Writing Paper/ presenting paper. In Central Soil Salinity Research Institute respondents i.e. Scientists and Research Scholars were100%using the library for the purpose of Research work & Writing/Presenting paper, and update knowledge were the second purpose for which users use the library i.e. 71.42%. The third purpose for used the library i.e. 34.28% users were teaching and 22.85% education regarding which used the library by Scientists on CSSRI, Karnal. In agricultural science i.e. CSSRI only14.28% respondents were positively using the library for entertainment only.

Table 6. Regarding Reason for not using the library regularly

S. N	Respondents	Lack of time	Get Information elsewhere or Online	Inconvenient working hours	Inconvenient location	Insufficient Material	Lack of trained staff	Library staff is not helpful
01	**Scientists**	5 (14.28)	15 (42.85)	-	-	-	-	-
02	**Research Scholars**	1 (2.85)	2 (5.71)	-	-	-	-	-
	Cumulative Total	6 (17.14)	17 (48.57)					

Data given in table 6 indicates that 17.14% of respondents identified the main reason for not using the library regularly is that they get lack of time 17.14% followed by get information elsewhere or online 48.57%.

Part- C Marketing of Information Products & Services

Table 7. Information Services that you need to find

S. N	Information Services	Respondents	%	Cumulative total
01	Current Awareness Services	**Scientists**	10 (28.57)	13 (37.14)
		Research Scholars	3 (8.57)	
02	Newspaper clippings	**Scientists**	-	-
		Research Scholars	-	
03	Indexing/Abstracting Services	**Scientists**	-	-
		Research Scholars	-	
04	Translation Services	**Scientists**	5 (14.28)	5 (14.28)
		Research Scholars	-	
05	Literature Search	**Scientists**	25 (71.42)	30 (85.71)
		Research Scholars	5 (14.28)	

06	Photocopying of Periodical Articles	Scientists	10 (28.57)	13 (37.14)
		Research Scholars	3 (8.57)	
07	Selective Dissemination of Information	Scientists	-	-
		Research Scholars	-	
08	Circulation of Periodical Content	Scientists	-	-
		Research Scholars	-	
09	Reference Services	Scientists	20 (57.14)	22 (62.85)
		Research Scholars	2 (5.71)	
10	Inter Library Loan	Scientists	-	-
		Research Scholars	-	
11	Repacking & Condensation Service	Scientists	-	-
		Research Scholars	-	
12	Any Others	Scientists		-
		Research Scholars		

Users may use the Information Services for a variety of reasons. The need of using Information Services differs from one user to another. It can be seen from Table No 7. that 37.14% respondents were using the Current Awareness Services and 14.28% translation services about the subject of interestneed. The study shows that CSSRI respondents were maximum using the information services which 85.71% literature search while 37.14% photocopying of periodical articles. It has been found that 62.85% respondents make always use of reference services for the information need required the subject of interest positively.

Table 8. Information Products that you need to find

S. N	Information Services	Respondents	%	Cumulative total
01	Subject books	Scientists	20 (57.14)	25 (71.42)
		Research Scholars	05 (14.28)	
02	Information Bulletin	Scientists	10 (28.57)	13 (37.14)
		Research Scholars	03 (8.57)	
03	Reprints	Scientists	25 (71.42)	25 (71.42)
		Research Scholars	-	
04	Online Products	Scientists	20 (57.14)	24 (68.57)
		Research Scholars	04 (11.42)	
05	Review	Scientists	10 (28.57)	10 (28.57)
		Research Scholars	-	
06	Index	Scientists	-	-
		Research Scholars	-	
07	Abstracts Lists	Scientists	-	-
		Research Scholars	-	
08	Reference Books	Scientists	10 (28.57)	13 (37.14)
		Research Scholars	03 (8.57)	
09	Standards/Patents	Scientists	-	-
		Research Scholars	-	
10	Thesis/Dissertation	Scientists	-	05 (14.28)
		Research Scholars	05 (14.28)	
11	Current Awareness Bulletins	Scientists	-	-
		Research Scholars	-	
12	Monographs	Scientists	18 (51.42)	18 (51.42)
		Research Scholars	-	
13	Bibliographic Lists	Scientists	-	-
		Research Scholars	-	
14	Any Other	Scientists	-	-
		Research Scholars	-	

To survey the users'needs regarding information products, fourteen types of information products were identified and formulated. The responses analyzed in table 8 reveal that more than 71.42% of the respondents want subject books and reprints. In fact 37.14% respondents want need of information products i.e. reference books and information bulletin.All the other products required by the respondents have been given in table 9 in order of preference.

Table 9. Awareness of Information Products & Services in the Library

S. N	Information Products & Services	Respondents	Aware of & Used	Aware of but not used	Not aware of
01	Indexing Service	**Scientists**	-	30 (85.71)	-
		Research Scholars	-	5 (14.28)	-
02	Abstracting Service	**Scientists**	-	30 (85.71)	-
		Research Scholars	-	05 (14.28)	-
03	Bibliographic Service	**Scientists**	20 (57.14)	10 (28.57)	-
		Research Scholars	5 (14.28)	-	-
04	SDI (Selective Dissemination of Information)	**Scientists**	-	-	30 (85.71)
		Research Scholars	-	-	05 (14.28)
05	Current Awareness Service	**Scientists**	20 (57.14)	10 (28.57)	-
		Research Scholars	03 (8.57)	02 (5.71)	-
06	Newspaper Clippings	**Scientists**	-	30 (85.71)	-
		Research Scholars	-	05 (14.28)	-
07	Consultancy Services	**Scientists**	-	05 (14.28)	20 (57.14)
		Research Scholars	-	-	05 (14.28)
08	Reprographic Service	**Scientists**	30 (85.71)	-	-
		Research Scholars	05 (14.28)	-	-
09	Reprints/Pre-Print Services	**Scientists**	30 (85.71)	-	-
		Research Scholars	05 (14.28)	-	-
10	Document Delivery Service	**Scientists**	10 (28.57)	20 (57.14)	-
		Research Scholars	-	05 (14.28)	-
11	Translation Service	**Scientists**	-	30 (85.71)	-
		Research Scholars	-	05 (14.28)	-
12	Inter Library Loan Service	**Scientists**	-	10 (28.57)	20 (57.14)
		Research Scholars	-	01 (2.85)	04 (11.42)
13	Internet Service	**Scientists**	30 (85.71)	-	-
		Research Scholars	05 (14.28)	-	-
14	Document Scanning/Printing	**Scientists**	-	30 (85.71)	-
		Research Scholars	-	05 (14.28)	-
15	Literature Searching	**Scientists**	30 (85.71)	-	-
		Research Scholars	05 (14.28)	-	-
16	Enquiry Services	**Scientists**	20 (57.14)	10 (28.57)	-
		Research Scholars	05 (14.28)	-	-
17	Repackaging & Condensation	**Scientists**	-	-	30 (85.71)
		Research Scholars	-	-	05 (14.28)
18	Monographs	**Scientists**	15 (42.85)	15 (42.85)	-
		Research Scholars	-	05 (14.28)	-
19	Review	**Scientists**	10 (28.57)	20 (57.14)	-
		Research Scholars	01 (2.85)	04 (11.42)	-
20	Circulation of Periodical Contents	**Scientists**	-	30 (85.71)	-
		Research Scholars	-	05 (14.28)	-
21	Govt./Institute Publications	**Scientists**	10 (28.57)	20 (57.14)	-
		Research Scholars	02 (5.71)	03 (8.57)	-
22	Patents	**Scientists**	12 (34.28)	18 (51.42)	-
		Research Scholars	-	05 (14.28)	-
23		**Scientists**	-	30 (85.71)	-

	Standards	**Research Scholars**	-	05 (14.28)	-
24	CD ROM Database	**Scientists**	10 (28.57)	20 (57.14)	-
		Research Scholars	05 (14.28)	-	-
25	Online E-Resources	**Scientists**	16 (45.71)	14 (40.0)	-
		Research Scholars	05 (14.28)	-	-

Twenty five were identified to know the ways through which respondents keep themselves up to date with the information in their field of interest. It is revealed from Table 9. that 100% of the respondents keep themselves aware of & used through reprographic, reprints, internet, literature search, and 71.42% by bibliographic, enquiry services and also 100% respondents aware of, but not used by indexing, abstracting, newspaper, translation, document scanning/printing, circulation of periodical contents, standards. In fact CSSRI 100% users were not aware of SDI (Selective Dissemination of Information), repacking & condensation. The other ways in order of preference have been given in table 9.

Table 10. Frequency to Access of Information Products & Services in the Library

S. N	Information Products & Services	Respondents	Always	Often	Usually	Sometimes	Never
01	Indexing Service	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
02	Abstracting Service	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
03	Bibliographic Service	**Scientists**	10 (28.57)	10 (28.57)	-	-	10 (28.57)
		Research Scholars	03 (8.57)	02 (5.71)	-	-	-
04	SDI (Selective Dissemination of Information)	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
05	Current Awareness Service	**Scientists**	10 (28.57)	05 (14.28)	5 (14.28)	-	10 (28.57)
		Research Scholars	-	-	-	03 (8.57)	02 (5.71)
06	Newspaper Clippings	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
07	Consultancy Services	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
08	Reprographic Service	**Scientists**	25 (71.42)	05 (14.28)	-	-	-
		Research Scholars	-	05 (14.28)	-	-	-
09	Reprints/Pre-Print Services	**Scientists**	25 (71.42)	05 (14.28)	-	-	-
		Research Scholars	-	05 (14.28)	-	-	-
10	Document Delivery Service	**Scientists**	-	-	-	10 (28.57)	20 (57.14)
		Research Scholars	-	-	-	-	05 (14.28)
11	Translation Service	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
12	Inter Library Loan Service	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
13	Internet Service	**Scientists**	30 (85.71)	-	-	-	-
		Research Scholars	05 (14.28)	-	-	-	-
14	Document Scanning/Printing	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
15	Literature Searching	**Scientists**	20 (57.14)	10 (28.57)	-	-	-
		Research Scholars	05 (14.28)	-	-	-	-
16	Enquiry Services	**Scientists**	-	-	-	20 (57.14)	10 (28.57)
		Research Scholars	-	-	-	05 (14.28)	-
17	Repackaging & Condensation	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
18	Monographs	**Scientists**	15 (42.85)	-	-	-	15 (42.85)
		Research Scholars	-	-	-	-	05 (14.28)
19		**Scientists**	-	-	-	10 (28.57)	20 (57.14)

	Review	**Research Scholars**	-	-	-	01 (2.85)	04 (11.42)
20	Circulation of Periodical Contents	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
21	Govt./Institute Publications	**Scientists**	-	-	10 (28.57)	-	20 (57.14)
		Research Scholars			02 (5.71)	-	03 (8.57)
22	Patents	**Scientists**	-	-	-	12 (34.28)	18 (34.28)
		Research Scholars				-	05 (14.28)
23	Standards	**Scientists**	-	-	-	-	30 (85.71)
		Research Scholars	-	-	-	-	05 (14.28)
24	CD ROM Database	**Scientists**	-	-	10 (28.57)	-	20 (57.14)
		Research Scholars	-	-	05 (14.28)	-	-
25	Online E-Resources	**Scientists**	16 (45.71)	-	-	-	14 (40.0)
		Research Scholars	05 (14.28)	-	-	-	-

Table 10. shows that 100% of the respondents have never access the library products &services among which includesindexing, abstracting, SDI, newspaper, consultancy, translation, Inter library loan, document scanning/printing, repacking & condensation, circulation of periodical content, standard and 100% havealways access the library services i.e. internet. More than 71.42% respondents were using the always access the reprographic, reprints, literature searching services and 28.57% often. Only 37.14% respondents were always access the bibliographic servicesthen 34.28% often and 28.57% never access. In fact 60% CSSRI respondents were always access the online E-Resources and 40% neveraccess .Even though digital services such as CD ROM database only 42.85% Scientists and Research Scholars were usually access the Information and 57.14% never access. The other ways in order of preference have been given in table 10.

Table 11. Willingness to Pay for Information Products & Services in the Library

S. N	Information Products & Services	Respondents	Willingness to Pay	
			Free Base	**Fee Base**
01	Indexing Service	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
02	Abstracting Service	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
03	Bibliographic Service	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
04	SDI (Selective Dissemination of Information)	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
05	Current Awareness Service	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
06	Newspaper Clippings	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
07	Consultancy Services	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
08	Reprographic Service	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
09	Reprints/Pre-Print Services	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
10	Document Delivery Service	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
11	Translation Service	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
12	Inter Library Loan Service	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
13		**Scientists**	30 (85.71)	-

	Internet Service	**Research Scholars**	05 (14.28)	-
14	Document Scanning/Printing	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
15	Literature Searching	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
16	Enquiry Services	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
17	Repackaging & Condensation	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
18	Monographs	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
19	Review	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
20	Circulation of Periodical Contents	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
21	Govt./Institute Publications	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
22	Patents	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
23	Standards	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
24	CD ROM Database	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-
25	Online E-Resources	**Scientists**	30 (85.71)	-
		Research Scholars	05 (14.28)	-

It is revealed from Table 11. that a majority of the 100% respondents were free of cost all the CSSRI library products and services.

Table 12. Online Database

Sr. No	Respondents	Yes	No
01	**Scientists**	20 (57.14)	10 (28.57)
02	**Research Scholars**	05 (14.28)	-
Cumulative Total		25 (71.42)	10 (28.57)

The use of online database is the need of the hour of the present days. Table No 12. Shows the access about online database were among the Scientists & Research Scholars. The respondents were asked about access of online database. It was found that 71.42% users have access the online database relating in your subject field and then only 28.57% never used it.

Table 13.Online Database relating in your subject field

Sr. No	Respondents	NARD- National Agricultural Research Database	CERA- Consortium for E-Resources in Agriculture	NKRC- National Knowledge Resources Consortium	AGRIS- Agricultural Information System	Krishi Kosh
01	**Scientists**	-	20 (57.14)	-	-	10 (28.57)
02	**Research Scholars**	-	05 (14.28)	-	-	03 (8.57)
Cumulative Total		-	25 (71.42)			13 (37.14)

Table 13. shows that majority of 71.42% respondents reported that the CERAwas usedand 37.14% of the users were using the KrishiKosh database relating in your subject field of interest.

Table 14. You are able to keep up yourself with Innovations in your field

Sr. No	Respondents	To a very great extent	To a great extent	To a considerable extent	To a moderate extent	To some extent
01	**Scientists**	10 (28.57)	20 (57.14)	-	-	-
02	**Research Scholars**	-	03 (8.57)	02 (5.71)	-	-
Cumulative Total		10 (28.57)	23 (65.71)	02 (5.71)		

For this purpose five degrees of keep up yourself with innovations in your field of interest were identified and formulated. Table No. 14 shows that a majority of the respondents i.e. 65.71% were able to keep up yourself with innovations in your field to a great extent, 28.57% respondents were to a very great extent and 5.71% to a considerable extent.

Table 15. Common Problem faced by you to access the Information Resources

Sr. No	Common Problem faced by you to access the Information Resources	Respondents	Percentage	Cumulative Total
01	Lack of Information Technology	**Scientists**	05 (14.28)	05 (14.28)
		Research Scholars	-	
02	Information access is very expensive	**Scientists**	08 (22.85)	11 (31.42)
		Research Scholars	03 (08.57)	
03	Information is scattered in too many sources	**Scientists**	-	-
		Research Scholars	-	
04	Non Availability of E- Resource	**Scientists**	-	-
		Research Scholars	-	
05	Marketing of Inf. Is not cost effective	**Scientists**	-	-
		Research Scholars	-	
06	Language Barrier	**Scientists**	05 (14.28)	05 (14.28)
		Research Scholars	-	
07	Some other reasons i.e. location/hours/Environment/time	**Scientists**	12 (34.28)	14 (40.0)
		Research Scholars	02 (5.71)	

Seven categories of reasons were identified and formulated to clarify common problem faced by respondents to access the information resources. The main problem as stated by 40% of the respondents is that they do not access the information resources like some other reasons i.e. location, hours, environment, time. In fact 31.42% CSSRI respondents state that they havefacedproblem to access the informationand is very expensive and then 14.28% lack of Information Technology, language barrier.

Table 16. Marketing Statement

Sr. No	Marketing Statement	Users	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
01	Potential users are denied access to Information Products/Services when fees are charged in the library	**S**	20 (57.14)	05 (14.28)	-	-	05 (14.28)
		R.S	04 (11.42)	01 (2.85)	-	-	-
02	Users should pay fees for Information Products/ Services	**S**	-	20 (57.14)	-	-	05 (14.28)
		R.S	-	05 (14.28)	-	-	-
03	Fees are a major determent to library use	**S**	-	30 (85.71)	-	-	-
		R.S	02 (5.71)	03 (08.57)	-	-	-
04	Developed Information Products/ Services are very necessary so it is not a problem for the users to pay for the developed Information Products/Services	**S**	30 (85.71)	-	-	-	-
		R.S	05 (14.28)	-	-	-	-
05	Computerized literature search should be part of the free normal library services	**S**	05 (14.28)	25 (71.42)	-	-	-
		R.S	05 (14.28)	-	-	-	-
06	Cost of the computerized literature search should be paid by both the library and users.	**S**	-	20 (57.14)	10 (28.57)	-	-
		R.S	-	05 (14.28)	-	-	-
07	Cost of the computerized literature search should be paid by the users only.	**S**	-	-	-	20 (57.14)	10 (28.57)
		R.S	-	-	-	02 (5.71)	03 (08.57)

S= Scientists, R.S= Research Scholars

To clarify the users' attitude towards marketing statements, seven categories of marketing statements were identified and formulated. In each category five variables were identified and formulated concerning strongly agree, agree, not sure, disagree, strongly disagree with the statement. Table No. 16 Indicate that 68.57% of the

respondents were strongly agreed by potential users were denied access to information products and services when fees were charged in the library, 17.14% agree and 14.28% strongly disagree with the statement. 71.42% of the CSSRI respondents were agree reported the ability of the users should pay fees for information products and services, 14.28% strongly disagree. Most of the 94.28% users were agreed get the information from fees were a major determent to library use, only 5.71% strongly agree in the field of subject. Out of 100% scientists and research scholars were strongly agreed by developed information products and services were very necessary so it is not a problem for the users to pay for the developed information products and services with the statement. Only 28.57% respondents were strongly agreed with the statement of computerized literature search should be part of the free library services, 71.42% agree with it. In fact 62.85% respondents were disagreed with the statement by cost of the computerized literature search should be paid by the users only and then 37.14% strongly disagree. More than 71.42% scientists and research scholars were agreed by the cost of the computerized literature search should be paid by both the library and users and 28.57% not sure with the statement.

Table 17. Attitude towards Marketing

Sr. No	Attitude Towards Marketing	Users	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
01	As a user I always look forward to new Information Products & Services	S	30 (85.71)	-	-	-	-
		R.S	05 (14.28)	-	-	-	-
02	As a user I am ready to pay for developed Information Product & Service which is Introduced.	S	25 (71.42)	05 (14.28)	-	-	-
		R.S	-	05 (14.28)	-	-	-
03	Potential users are denied access to Information Products & Services when fee charged in the library	S	-	-	25 (71.42)	05 (14.28)	-
		R.S	-	-	02 (5.71)	03 (08.57)	-
04	Information Products & Services of the library should be made available to outside users.	S	-	-	28 (80.0)	02 (5.71)	-
		R.S		-	05 (14.28)	-	-
05	Outside users should be charged heavily.	S	-	-	20 (57.14)	10 (28.57)	-
		R.S	-	-	05 (14.28)	-	-
06	Present pricing policy of Information Products & Services of your library is adequate.	S	25 (71.42)	05 (14.28)	-	-	-
		R.S	-	05 (14.28)	-	-	-
07	Users feedback is essential to assess the quality and pricing of Information Products & Services.	S	30 (85.71)	-	-	-	-
		R.S	05 (14.28)	-	-	-	-

S= Scientists, R.S= Research Scholars

To clarify the users' attitude towards marketing statements, seven categories of marketing statements were identified and formulated. In each category five variables were identified and formulated concerning strongly agree, agree, not sure, disagree, strongly disagree with the statement. Table No. 17 Indicate that 100% of the respondents were strongly agreed with both the statement 'As a user I always look forward to new information products & services' and 'users feedback is essential to assess the quality and pricing of information products & services' in the library.71.42% of the CSSRI respondentswere strongly agree reported the ability 'As a user I am ready to pay for developed Information Product & Service which is introduced and then only 28.57% agree. Majority of them 77.14% respondents were not sure to 'potential users were denied access to information products and services when fee charged in the library' and 22.85% disagree with the statement of attitude towards marketing. In fact 94.28% scientists and research scholars were not sure to 'Information Products &Services of the library should be made available to outside users' and only 5.71% disagree. More than 71.42% respondents were strongly agreed regarding the statement such as 'present pricing policy of Information Products & Services of your library is adequate' and only 28.57% agree.

Table 18. Level of Satisfaction

Sr. No	Level of Satisfaction	Users	Completely Satisfied	Very Satisfied	Moderately Satisfied	Very little Satisfied	Not at all Satisfied
01	Collection of library materials (Books, Journals etc)	S	30 (85.71)	-	-	-	-
		R.S	05 (14.28)	-	-	-	-
02	Cleanliness of the library.	S	30 (85.71)	-	-	-	-
		R.S	05 (14.28)	-	-	-	-
03	Lighting and ventilation.	S	30 (85.71)	-	-	-	-
		R.S	05 (14.28)	-	-	-	-
04	Computer & Networking facilities of the library	S	-	30 (85.71)	-	-	-
		R.S	-	05 (14.28)	-	-	-
05	Seating arrangement of the library.	S	-	30 (85.71)	-	-	-

06	Functional organization of the library.	R.S	-	05 (14.28)	-	-	-
		S	-	30 (85.71)	-	-	-
		R.S	-	05 (14.28)	-	-	-
07	Electronic resources.	S		30 (85.71)	-	-	-
			-				
		R.S	-	05 (14.28)	-	-	-
08	Marketing activities of the library.	S	-	-	30 (85.71)	-	-
		R.S	-	-	05 (14.28)	-	-

S= Scientists, R.S= Research Scholars

To clarify the users' level of satisfaction with the statements, eight categories of following were identified and formulated. In each category five variables were identified and formulated concerning completely satisfied, very satisfied, moderately satisfied, very little satisfied, and last not at all satisfied with the statement. Table No. 18 Indicate that 100% of the respondents were completely satisfied with the following statementsi.e. collection of library materials (Books, Journals etc.), cleanliness of the library, and also lighting & ventilation in the library. In fact CSSRI 100% respondents were very satisfied with the following statements i.e. computer & networking facilities, sittingarrangement, functional organization, and also E-Resources of the library. 100% of the scientists and research scholars were moderately satisfied with the statement i.e. marketing activities of the library.

V.   Finding of the Survey

❖ Marketing of Information Products & Services use gender wise the CSSRI library, Karnal under the ICAR male respondents were 82.85% than female respondents were 17.14% in the field.

❖ Marketing of Information Products and Services status wise use the CSSRI library more popular Scientists than the Research Scholars. Out of total respondents 85.71% Scientists and 14.28% Research Scholars were used the library products and services.

❖ 14.28% respondents were using the off line library thrice in a Week, 5.71% daily and 28.57% occasionally. In fact 34.28% users were using the online library daily, 11.42% weekly and 5.71% Scientists thrice in a week use the online library.

❖ Agricultural Science users i.e. Scientists and Research Scholars were mostly spend time on the offline and online CSSRI library. Only 2.85% respondents spend less than 30 minutes to 1 hour and 22.85% 1 to 2 hours regarding offline time in the library on a visit.

❖ In fact 25.71% users were using the on-line library by more than 4 hours, 22.85% Scientists and Research Scholars both were 3 to 4 hours and 20% respondents 2 to 3 hours time spend in the library.

❖ Central Soil Salinity Research Institute Scientists use only 5.71% 1 to 2 hour's time spends by online library.

❖ CSSRI Respondents were 100% using the library for the purpose of Research work & Writing/Presenting paper, and update knowledge were the second purpose for which users use the library i.e. 71.42%.

❖ The third purpose for using the library i.e. 34.28% users were teaching and 22.85% education regarding which is used by Scientists on CSSRI, Karnal. In agricultural science i.e. CSSRI only14.28% respondents were positively using the library for entertainment only.

❖ 17.14% of respondents identified the main reason for not using the library regularly is that they get lack of time, 17.14% followed by to get information elsewhere or online 48.57%.

❖ 37.14% respondents were using the Current Awareness Services and 14.28% translation services about the subject of interest need.

❖ The study shows that CSSRI respondents were maximum whoused the information services which 85.71% literature search while 37.14% photocopying of periodical articles. It has been found that 62.85% respondents make always use of reference services for the information need required the subject of interest positively.

❖ More than 71.42% of the respondents want subject books and reprints. In fact 37.14% respondents want need of information products i.e. reference books and information bulletin.

❖ 100% of the respondents keep themselves aware of & used through reprographic, reprints, internet, literature search, and 71.42% by bibliographic, enquiry services and also 100% respondents aware of but not used by indexing, abstracting, newspaper, translation, document scanning/printing, circulation of periodical contents, standards.

❖ In fact CSSRI 100% users were not aware of SDI (Selective Dissemination of Information), repacking & condensation.

❖ Majority of the 100% respondents used free of cost all the CSSRI library products and services.

❖ 71.42% users have access the online database relating in their subject field and 28.57% never used it.

❖ 71.42% respondents reported that the CERA was used and 37.14% of the users were using the KrishiKosh database relating in their subject field of interest.

❖ Majority of the respondents 65.71% were able to keep up their self with innovations in their field to a great extent, 28.57% respondents were to a very great extent and 5.71% to a considerable extent.

❖ The main problem as stated by 40% of the respondents is that they do not access the information resources like some other reasons i.e. location, hours, environment, time. In fact 31.42% CSSRI respondent's state that they have faced problem to access the information is very expensive and then 14.28% lack of Information Technology, language barrier.

❖ Indicate that 68.57% of the respondents were strongly agreed with the statement by potential users were denied access to Information Products and Services when fees were charged in the library, 17.14% agree and 14.28% strongly disagree.

❖ 71.42% of the CSSRI respondents were agree reported the ability of the users should pay fees for information products and services, 14.28% strongly disagree.

❖ Most of the 94.28% users were agreed get the information from fees were a major determent to library use, only 5.71% strongly agree in the field of subject.

❖ Out of 100% scientists and research scholars were strongly agreed by developed information products and services were very necessary so it is not a problem for the users to pay for the developed information products and services with the statement.

❖ Only 28.57% respondents were strongly agreed with the statement of computerized literature search should be part of the free library services, 71.42% agree with it.

❖ In fact 62.85% respondents were disagreed with the statement by cost of the computerized literature search should be paid by the users only and then 37.14% strongly disagree.

❖ More than 71.42% scientists and research scholars were agreed by the cost of the computerized literature search should be paid by both the library and users and 28.57% not sure with the statement.

❖ Indicate that 100% of the respondents were strongly agreed with the both statement 'As a user I always look forward to new information products & services' and 'users feedback is essential to assess the quality and pricing of information products & services' in the library.

❖ 71.42% of the CSSRI respondents were strongly agree reported the ability 'As a user I am ready to pay for developed Information Product & Service which is introduced and then only 28.57% agree.

❖ Majority of them 77.14% respondents were not sure to 'potential users were denied access to information products and services when fee charged in the library' and 22.85% disagree with the statement of attitude towards marketing.

❖ In fact 94.28% scientists and research scholars were not sure to 'Information Products & Services of the library should be made available to outside users' and only 5.71% disagree.

❖ More than 71.42% respondents were strongly agreed regarding the statement such as 'present pricing policy of Information Products & Services of your library is adequate' and only 28.57% agree.

❖ Indicate that 100% of the respondents were completely satisfied with the following statements i.e. collection of library materials (Books, Journals etc.), cleanliness of the library, and also lighting & ventilation in the library.

❖ In fact CSSRI 100% respondents were very satisfied with the following statements i.e. computer & networking facilities, seating arrangement, functional organization, and also E-Resources of the library.

❖ 100% of the scientists and research scholars were moderately satisfied with the statement i.e. marketing activities of the library.

Based on the findings, the following **Suggestions** are put forward to improve the Marketing of Information Products and Services in CSSRI Karnal Library.

❖ An intensive effort was required from the part of the top management of the library, and authorities of the concerned ICAR to overcome the identified weakness.

❖ To improve the library, personnel should be made aware of the concepts and principles of modern marketing. So provide better provision for the library staff to attend in-service and career advancement courses.

❖ CSSRI library should adopt some of the marketing and promotional strategies including publications, programmers of events, media and effective presentation of information products and services through the library website.

❖ The library should adopt an appropriate marketing approach for developing information services and products properly.

❖ There should be a proper feedback mechanism to monitor the effectiveness of the services and products. Regular surveys of the respondents should be conducted to know the continuity/discontinuity of the existing services/products and initiation of new services/products.

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Appendix – 1
Questionnaire for Users

PART-A: PERSONAL PROFILE (Please (✔) Mark in the appropriate boxes)
    1. Name   : Dr/Mr./Ms/Mrs_____
    2. Name of Your Institute : _____
    3. Gender   : Male   Female
    4. Age Group (in years) : 18-25   26-35   36-45   46 & above
    5. Status   : Research Scholars   Scientists

PART-B: LIBRARY USE PATTERN
    1. **How often do you use the library?** (Please √ only one option either **offline** otherwise **online**)

Off Line	Online
Daily	Daily
Weekly	Weekly
Thrice in a week	Thrice in a week
Occasionally	Occasionally
Never	Never

    2. **Average time spent in the library on a visit?** (Please √ only one option either **offline** otherwise **online**)

Off Line	Online
Less than 30 Minutes to 1 Hour	Less than 30 Minutes to 1 Hour
1 to 2 hours	1 to 2 hours
2 to 3 hours	2 to 3 hours
3 to 4 hours	3 to 4 hours
More than 4 hours	More than 4 hours

    3. **For what Purpose do you use the library?** (You may √ more than one option)

Teaching	Education
Research Work	writing Paper & Presenting Paper
Entertainment	Translation
Updating Knowledge	Any Other (Pl. Specify_____

    4. **If you do not use the library regularly, what is the reason for not using the library regularly?** (You may √ more than one option)

Lack of time	Insufficient Material
Get information elsewhere or online	Lack of trained staff
Inconvenient working hours	Library staff is not helpful
Inconvenient location	Any Other (Pl. Specify_____

PART-C: MARKETING OF INFORMATION PRODUCTS & SERVICES

    1. **Which are the Information Services that you need to find?** (You may√ more than one option)

Current Awareness Services	SDI
Newspaper clippings	Circulation of Periodical Content
Indexing/Abstracting Services	Reference Services
Translation Services	Inter Library Loan
Literature Search	Repackaging & Condensation Service
Photocopying of Periodical Articles	Any other (Pl. Specify) _____

    2. **Which are the Information Products that you need to find?** (You may√ more than one option)

Subject Books	Reference Books
Information Bulletin	Standards/Patents
Reprints	Thesis/Dissertation
Online Products	Current Awareness Bulletins
Review	Monographs
Index	Bibliographic lists
Abstracts Lists	Any other (Pl. Specify) _____

3. **The following is the list of Marketing of Information Products & Services in the library. Are you aware of it? If yes, how frequently do you access and how much are you willing to pay for it?**

Information Products & Services	Awareness			Frequency to Access					Willingness to Pay	
	Aware of & used	Aware of but not used	Not aware of	Always	often	Usually	Sometimes	Never	Free	Fee
Indexing Service										
Abstracting Service										
Bibliographic Service										
SDI (Selective Dissemination of Information)										
Current Awareness Service										
Newspaper Clippings										
Consultancy Services										
Reprographic Service										
Reprints/Pre-Print Services										
Document Delivery Service										
Translation Service										
Inter Library Loan Service										
Internet Service										
Document Scanning/Printing										
Literature Searching										
Enquiry Services										
Repackaging & Condensation										
Monographs										
Review										
Circulation of Periodical Contents										
Govt./Institute Publications										
Patents										
Standards										
CD ROM Database										
Online E-Resources										

4. **Are you familiar with online database relating in your subject field?**   **Yes/ No**
 If yes, Please (Tick as many as applicable)
  NARD-National Agricultural Research Database
  CERA-Consortium for E-Resources in Agriculture
  NKRC- National Knowledge resources Consortium
  AGRIS- Agricultural Information System
  Krishi Kosh

5. **How much you are able to keep up yourself with innovations in your field?** (Please √ only one option)
   To a very great extent   To a great extent   To a considerable extent

To a Moderate extent   To some extent

6. **What are the common problems faced by you to access the Information Resources?** (You may✓more than one option)
   Lack of Information Technology
   Information access is very expensive
   Information is scattered in too many sources
   Non availability of electronic resources
   Marketing of Information is not cost effective
   Language Barrier
   Some other reasons i.e. location/hours/Environment/Time

7. **Following are some statements regarding the operations of your library. Please read each and record your view by putting tick mark in the appropriate columns in the response scale.**

	Marketing Statements	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1.	Potential users are denied access to Information Products/Services when fees are charged in the library					
2.	Users should pay fees for Information Products/ Services					
3.	Fees are a major determent to library use					
4.	Developed Information Products/Services are very necessary so it is not a problem for the users to pay for the developed Information Products & Services					
5.	Computerized literature search should be part of the free normal library services					
6.	Cost of the computerized literature search should be paid by both the library and users.					
7.	Cost of the computerized literature search should be paid by the users only.					

8. **Please indicate (Tick √ mark) your Attitude towards Marketing with the library provisions to which you agreed with the following statement?**

	Attitude towards Marketing	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1.	As a user I always look forward to new Information Products & Services					
2.	As a user I am ready to pay for developed Information Product & Service which is introduced.					
3.	Potential users are denied access to Information Products & Services when fee charged in the library.					
4.	Information Products & Services of the library should be made available to outside users.					
5.	Outside users should be charged heavily.					
6.	Present pricing policy of Information Products & Services of your library is adequate.					
7.	Users feedback is essential to assess the quality and pricing of Information Products & Services.					

9. **Please indicate (Tick √ mark) your level of satisfaction with the library provisions to which you satisfied with the following statement?**

	Level of Satisfaction	Completely Satisfied	Very Satisfied	Moderately Satisfied	Very little Satisfied	Not at all Satisfied
1.	Collection of library materials (Books, Journals etc)					

2.	Cleanliness of the library.					
3.	Lighting and ventilation.					
4.	Computer & Networking facilities of the library					
5.	Seating arrangement of the library.					
6.	Functional organization of the library.					
7.	Electronic resources.					
8.	Marketing activities of the library.					

10. **Any other suggestion to improve library Products/Services.**

_____
_____
_____

Thanks for your cooperation