Perceptions of marketing of library and information services and products in the university libraries of Punjab and Islamabad

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ABSTRACT

This study was conducted to find out the perceptions of library professionals about policies on inclusion and outreach available for marketing of library and information services and products in university libraries of Punjab and Capital of Pakistan-Islamabad. The new emerging paradigm in librarianship due to emergence of ICTs have forced libraries to adopt new ways for better services provision and turn challenges into opportunities. Marketing is essential but unfortunately most academic libraries never paid attention to this aspect. Survey method was used for data collection. A questionnaire (pilot-tested) distributed to the library professionals working in the HEC recognized public and private university libraries in Punjab and Capital of Pakistan. Descriptive statistics was used for data analysis using SPSS. Findings revealed that majority of libraries are not implementing marketing techniques in absence of proper mission statement and policies on inclusion and outreach. Most respondents agreed that marketing can be applied in libraries like any other profit organization, but at the same time it is considered for promotion only. Majority of respondents were agreed that marketing in libraries is necessary for involvement of users in the development process of new library services and products and maximizing library usage. They agreed that libraries can provide some services on nominal cost. Libraries should conduct user surveys and organize orientation and information literacy and digital literacy programs on regular basis. New channels for information provision should be used for timely delivery of services and products. Different mediums (Web 2.0 and traditional media) should be used for outreach and promotion of library services and products.

Keywords: Marketing, Library and information services, Inclusion, outreach, University libraries, Punjab, Pakistan

INTRODUCTION

Library is one of the most important non-profit service organizations. It provides information to its users in different formats like books, CDs, DVDs and other services like advising users for

finding correct information and facilitating them for training information literacy skills etc. As a service organization, patron satisfaction is the main objective of a library (Minami, 2010). In the presence of new emerging Information and Communication technologies, this objective can be better achieved through marketing.

Smith (1995) describes Marketing as "a stance and an attitude that focuses on meeting the needs of the users efficiently. Marketing is a mean of ensuring that libraries, librarians and librarianship are integrated into both today's and tomorrow's emerging global culture". Bushing (1995) says that 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.

Libraries spend big amount on the purchase of information material and for its processing. However, it is a matter of regret that after spending a huge amount, maximum resources remain unutilized. Libraries can overcome this problem by applying marketing principles. Marketing is now very essential for libraries for the promotion and utilization of their services and products.

The literature indicates that library services in Pakistan are in an urgent need to adopt the marketing philosophy and practice to maintain their worth; but unfortunately libraries lack proper policies on inclusion and outreach. Library professionals need to change their perceptions that marketing is all about advertising, promotion and selling and a huge amount of money is required to apply marketing in libraries. It is not all about money, it's about attitude, different perception, professional and marketing expertise. Policy makers and library management need to understand that the motives for applying marketing in any library cannot be seen in terms of financial benefits rather to develop users' satisfaction which in turn will increase the use of services and willingness to pay for it.

Due to perceived benefits of marketing, it is desirable for the librarians in Pakistan to include this concept into their mission statement and adopt this in their policies and procedures for inclusion and outreach. Therefore, this study aims to explore the current state of affairs and policies on inclusion and outreach through marketing of library and information services and products including issues, prospects and challenges in the university libraries of the Punjab and Capital of Pakistan-Islamabad.

LITERATURE REVIEW

Gupta (2003) asserts that the concept of marketing is applicable in library and information environment. Marketing is a way of working and way of serving the customer for his/her satisfaction. It is the total solution for libraries and information centers.

Minami (2010) discussed that library is a service organization and its major concern to better satisfy its Patron needs. Libraries are offering a variety of services so far; usually planned based on the librarians' insight. Users' life style is changing very quickly due to the growth in ICTc such as Internet, PC, mobile phones, and so on during the last two decades. It is not possible now to offer the library patron with services that match their requirements based only on the librarians'

perception any more. Therefore, library marketing techniques and methods are very necessary in this changing IT environment.

Sharma and Bhardwaj (2009) discussed that marketing methods are proving effective in academic libraries to cope with users requirements. Deduction in budget and advent of new technology opened up new vistas for marketing of library. If libraries fail to utilize these opportunities, the commercial vendor will occupy the place as users are willing to pay reasonable amount for useful services and products. Therefore, libraries should make their policy with careful planning, structuring, implementation and evaluation with regular analysis.
Kaur and Rani (2008) admitted that each library should have a mission statement and a full time professional to handle marketing-related activities; but in practice, no library under study has its own logo, mission statement or specifically designated personnel for marketing-related activities. Arachchige (2002) conducted a survey of academic and special libraries of Sri Lanka and found that both type of libraries have an ample amount of acquired resources and market opportunities available. But they have poor marketing practice. In contrast, marketing practices are more available in special libraries than in academic libraries. If special and academic libraries implement proper marketing, they have competencies of cost recovery and even profit potentials from their services. Library staff had very little understanding of marketing principles due tolack of training, inadequate technology and know-how etc.

Gupta and Savard (2010) discussed that it becomes very essential that progressive approach towards marketing be part of the organizational culture of libraries. Librarians should be thoughtful to marketing in every aspect of acquisition, sharing of resources, access and delivery, digitization, and services to the users. Without a marketing placement, a high-tech library or information service would not be successful. Xia (2009) analysed two major research universities in the USA and two global groups to discover whether Facebook groups are helpful for promoting library. The study revealed that librarians can play an efficient role in the organization of Facebook Groups. Through these Groups, librarians will be able to connect library users and library by frequently announcing new library services and events and inform members of new books. Khan and Bhatti (2012) explored different applications of social media for marketing of library and information resources and services. Findings showed that respondent's attitude was positive. The study recommended use of Facebook, Wikis, LinkedIn, Blogging, YouTube and online groups for marketing different library services. Respondents indicated that inadequate training opportunities, lack of knowledge, privacy and identity theft, slow speed of internet and electricity failure are the problems for applying social media in libraries of Pakistan for marketing library resources and services. Study recommends 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.

OBJECTIVES OF THE STUDY
* To study the present state of affairs regarding marketing and policies on inclusion and outreach in public and private sector university libraries of the Punjab and Capital of Pakistan-Islamabad.

- To assess the extent to which the principles of marketing are being put into actual practice in the libraries.
- To investigate the prospects of implementing modern marketing approaches in the university libraries to provide value added, need based and user-oriented services and products.
- To suggest possible ways and measures for improving marketing practices in the university libraries of Punjab and capital of Pakistan.

RESEARCH DESIGN

The survey method by using a questionnaire was adopted for this study. A pilot study was conducted to evaluate the questionnaire.

The population consisted of all the professional staff working in university libraries of Punjab and Capital of Pakistan. Central libraries of 46 HEC recognized public and private universities were covered. Only main campuses of universities were included. HEC website was used for accurate list of universities working in Punjab and Capital of Pakistan. The total population for this study was 195 out of which 156 respond with response rate 80%.

RESULTS

Demographic Information

The analysis of data shows that majority of the respondents 66% (103) were from public university libraries while 34% (53) were from private sector universities of Punjab and Capital of Pakistan. Majority of the respondents were male 76.9% (120), while the female respondents' percentage was only 23.1% (36).The data about respondents' qualification shows that majority of them were MLISc 87.8% (137), while only 9.6% (15) respondents were BLS. However, the MPhil and PhD respondents were only 1.9% (3) and 0.6% (1) respectively. The above data shows that designation of majority respondents was librarian (39.7%) and assistant librarian (29.5%). Responses received from 6 (3.8%) chief librarians, 13 (8.3%) deputy librarians and 7 (4.5%) library assistant. A few respondents mentioned their designations as director library, library officer, library manager, information officer, information executive, etc. 14 (9%). Out of 156 respondents 49 (31.4%) were of 5 or less than 5 year experience, 47 (30.1%) library professionals were of 6-10 year experience, while 28 (17.9%) were of 11-15 year experience. However the respondents having experience from 16-20 year was 9 (5.8) and 21-25 year experience was 15 (9.6%). The professionals having experience 26-30 and above were less than 5%.The data shows that the most respondents 27.6% (43) were of 26-30 year age group. 23.1% (36) respondents were of 31-35 year age group. However 8.3% (13) library professionals were of 36-40 age group, 10.9% (17) were 41-45 age group, 7.1% (11) were 46-50 age group, 7.1%(11) were 51-55 age group, 2.6%(4) were 56-60 age group and only 1.3% (2) respondents were above 60 year of age.

Concept of Marketing in University Libraries

Table 1: Concept of Marketing

Sr.No.	Statement	Mean	SD
1.	Marketing is applicable in libraries	4.31	.737
2.	Marketing is promotion only	3.84	.921
3.	Library products are library services and publications	3.42	1.701
4.	Involvement of users in the development process of new services/products	4.03	.821
5.	Libraries take charges on some services along with free services	3.90	.864

Note: 1=strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree

The responses about the concept of marketing of library and information services show that majority of respondents agreed that marketing can also be used in libraries like any other business or commercial organization (mean=4.31) and the concept of marketing in libraries is for promotion only (mean=3.84). The respondents were neutral that library services and publications are the products of library (mean=3.42). This shows that some respondents may not be clear about what library products are. The respondents agreed that user involvement in the development process of new library products and services is necessary (mean=4.03). It is truism that libraries can provide relevant services and products if they involve users i.e. book selection process and to get the information about worth and flaws in various aspects of libraries etc. Respondents also agreed that libraries provide some priced services or products along with free services (mean=3.90).

Need of Marketing in University Libraries

Table 2: Need of Marketing

Sr.No.	Statement	Mean	SD
1.	Increase the use of library resources	4.62	.537
2.	To introduce new services and products	4.58	.533
3.	To develop strong connection with community	4.53	.562
4.	To know and understand the need of user	4.55	.615
5.	To analyse and respond to users complaint	4.27	.764
6.	To Know the strength and weakness of library	4.30	.833
7.	To understand the hidden and open threats to library	3.46	.847
8.	Increasing cost of material forced the use of marketing	3.93	.911
9.	New methods for information provision made marketing essential	4.25	.853
10.	Knowledge expansion and budget cuts in libraries forced the use of marketing	3.12	1.049
11.	Marketing is necessary in libraries for fund raising and friend raising	3.22	1.147

Note: 1=strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree

There has been a growing and emergent need for understanding and applying marketing strategies in libraries and information centers throughout the world. There have been many efforts on this area even in developing countries. But unplanned growth and the gap between

the academics and practitioners hinders the development of the discipline (Gupta, 2003)[16]. Table 7 shows the responses about the need of marketing. The respondents were strongly agreed that marketing is necessary to increase the use of library resources (mean=4.62) and introduce new services and products (mean=4.58) and also to develop strong connection with community (mean=4.53). The response shows that with the use of marketing techniques, a library can better introduce its services and develop a strong connection with its community and it will definitely increase the library resources usage. They strongly agreed that marketing can help us to know and understand the users' needs (mean=4.55) and to analyse and respond to users complaints (mean=4.27). The respondents agreed that to know and understand the strength and weakness of library, marketing is essential (mean=4.30). Respondents were neutral that marketing is necessary to know the open and hidden threats to library (mean=3.46). Respondents also agreed that increasing cost of material forced the use of marketing (mean=3.93), and new methods for information provision made marketing essential (mean=4.25). They were neutral that knowledge expansion and budget cuts in libraries forced the use of marketing (mean=3.12) and marketing is necessary in libraries for fund raising and friend raising (mean=3.22).

Current Situation of Marketing in Respondent's Library

Table 3: Current Situation of Marketing

Sr.No.	Statement	Mean	SD
1.	Library has a mission statement and marketing plan	2.21	1.082
2.	Administration has positive attitude about marketing	2.23	1.391
3.	Library has appropriate budget for marketing	3.29	1.108
4.	Library has appropriate products/services to market	3.75	1.036
5.	Library has convenient and speedy delivery of services	3.33	1.224
6.	Library provides "fee-based" services	3.13	1.158
7.	Library has professional/technical staff for marketing	3.01	1.307
8.	Library gets feedback from users about its services and products	2.31	1.258
9.	Library staff analyses and respond to users complaints	3.38	1.312
10.	Library involves users in the development of services	2.33	1.125
11.	Library provides welcoming atmosphere	4.15	.862
12.	Library has its own web page to promote services andproducts	3.04	1.411
13.	Library has listserv or email groups	2.21	1.279
14.	Library uses Web 2.0 technologies to promote its services/products	2.35	1.123
15.	Library publishes its own newsletter, brochures, leaflets, etc. about its professional and promotional activities	3.23	1.302
16.	Library publishes its annual report	2.94	1.160
17.	Library observes annual library week	3.30	1.274
18.	Library uses fund- raising and friend raising techniques	3.43	1.134
19.	Overall library has enough resources (products, staff, finance, mode of delivery, ways of promotion, etc.) for marketing	3.18	1.191

Note: 1=strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree

In Pakistan marketing is not a common phenomenon in university libraries. The result shows that respondents disagreed that their library has a mission statement and marketing plan

(mean=2.21) and library administration have a positive attitude about the application of marketing in the library (mean=2.23). They were neutral that library has appropriate budget for marketing (mean=3.29). However, agreed that library had appropriate library products to market (mean=3.75). Respondents had no opinion about provision of services in a speedy and convenient way (mean=3.33). They were also neutral that their library provide priced services and has professional/technical staff for marketing (mean=3.13 and 3.01 respectively). Library gets feedback from users about its services and products, the respondents disagreed (mean=2.31) and neural that library staff analyze and respond to users complaints (mean=3.38). They disagreed that library involves users in the development process of services (mean=2.33). It showed that library provides welcoming atmosphere (mean=4.15). The library has its own web page to promote services and products (mean=3.04). Email groups are a good source for the information and promotion of library services but most of the libraries in Pakistan do not have listserv or email groups (mean=2.21). They also disagreed about the use of Web 2.0/ Lib 2.0 in their library (mean=2.35). Most were neutral that library publishes its own newsletter, brochures, leaflets, etc. about its professional and promotional activities (mean=3.23) and the publication of annual report and observation of library annual library week (mean=2.94 and 3.30 respectively). They were also neutral about the fund- raising and friend raising techniques in library (mean=3.43). Overall library has enough resources (products, staff, finance, mode of delivery, ways of promotion, etc.) for marketing, the respondents remained neutral (mean=3.18).

Charging Pattern for Library Products and Services

Respondents' opinion was solicited about the charging pattern for library products and services. 51.9 % (81) were in view that services should be free of cost, while 45.5 % (71) were in favor of nominal cost. Only 1.3% (2) respondents think that there should be cost for profit services and products; whereas 1.3% (2) did not provide any response regarding the said question.
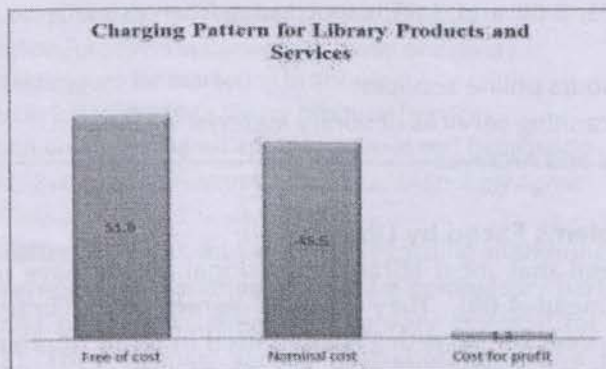

Figure 1: Charging Pattern for Library Product and Services

Opinion about the Services for that Users are Willing to Pay

Table 4: List of Services that Users are Willing to Pay

No	Statement	Mean	SD
1.	Library loan services	2.32	1.318
2.	Electronic sources (online databases, computer software, eBooks and eBook readers)	3.90	1.061
3.	Audio visual materials (DVDs and online streaming video, audio books, digital downloads)	3.24	1.414
4.	Microforms (microfilm and microfiche)	2.87	1.481
5.	On-line reference (Ask a librarian)	2.88	1.465
6.	Book reservation service	2.46	1.469
7.	Electronic theses online service	3.82	1.032
8.	Reading room services	2.43	1.550
9.	Photocopying and print services	4.05	.989
10.	Translation services	3.64	1.090
11.	Indexing and abstracting services	3.68	1.077
12.	Selective Dissemination of Information	3.11	1.484
13.	Manuscript reading room services	3.19	1.276

Note: 1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

In Pakistan libraries are mostly providing services free of cost though price is the basic element of marketing mix. In order to explore library professionals opinion about the services that users would be willing to pay, it shows the respondents disagreed that user can pay for library loan services, book reservation service, reading room services (mean=2.32, 2.46 and 2.43 respectively). They were neutral about AV material, Microforms, On-line reference, SDI and manuscript reading room services (mean=3.24, 2.87, 2.88, 3.11 and 3.19 respectively). They agreed that users would be willing to pay for e-resources, electronic theses online service, photocopying and print services, translation services, indexing and abstracting services (mean=3.90, 3.82, 4.05, 3.64 and 3.68 respectively). The respondents suggested the following services:

- Twenty-four hours online services
- On-demand scanning services of library material via email
- Press clippings and Archives

Challenges and Problems Faced by Libraries
The respondents agreed that most library professional do not have proper knowledge about marketing concept (mean=4.08). They strongly agreed that libraries don't have mission statement and the concept of marketing is often used in terms of promotion only (mean=4.66, 4.51 respectively). They agreed that users are not properly aware about library products and services (mean=4.03) and library don't have an evaluation system to judge users' needs (mean=4.03). Another major challenge is lack of funds, the respondents agreed (mean=4.16). They also agreed that library schools are not providing marketing practice (mean=3.98), library staff don't have a relevant training (mean=4.16) and library staff is not willing to offer fee based services (mean=4.01). Respondents also agreed that absence of web page in many university

libraries is another major problem (3.92). PLA is not performing its role regarding marketing activities that is another major problem, the respondents agreed (mean=3.90).

Table 5: Challenges and Problems

No	Statement	Mean	SD
1.	Inadequate knowledge about marketing concept	4.08	.808
2.	Absence of mission statement	4.66	.574
3.	Marketing has been taken in terms of promotion only	4.51	.669
4.	Patrons'/users' are unaware about information products/services	4.03	.775
5.	Absence of accurate method to judge and fulfill the users' needs	4.73	.475
6.	Lack of funds	4.73	.512
7.	Absence of marketing practice in the syllabus of library schools	3.98	.935
8.	Lack of relevant training for library staff	4.16	.804
9.	Lack of willingness of library staff to market fee based services	4.01	.862
10.	Absence of library web page in most universities	3.92	.848
11.	Role of PLA is passive regarding marketing	3.90	1.002

Note: 1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

What Steps should be taken Regarding Marketing Activities in Libraries?

Table 6: Steps required for Marketing

No	Statement	Mean	SD
1.	Marketing concepts should be compulsory curriculum in library schools	4.72	.600
2.	Mission statement about marketing is essential for every library	4.38	.627
3.	Continuous and motivated teamwork is necessary	4.70	.538
4.	Designate a professional to handle the marketing activities	4.40	.690
5.	Provision of relevant training to staff	4.54	.596
6.	Cooperative behaviour of library staff	4.61	.599
7.	Conduct user surveys and interviews after regular intervals	4.41	.693
8.	Provision of services/products in Convenient mode of delivery	4.31	.672
9.	Use of new ICT techniques for marketing in libraries	4.71	.537
10.	Use of Web 2.0/Lib 2.0 to promote library products/services	4.63	.616
11.	Maintain a section on marketing with proper policies and frameworks	4.35	.728

Note: 1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

The responses about different steps and options regarding marketing activities showed that respondents strongly agreed that marketing should be compulsory part of curriculum in library schools (mean=4.72) and mission statement is also very essential for every library regarding marketing (mean=4.38). They strongly agreed that continuous and motivated teamwork is necessary for marketing (mean=4.70) as it is the key for success. They agreed that libraries should appoint a professional for handling activities related to marketing (mean=4.40). Strongly agreement on relevant training to staff and cooperative behaviour of library staff is very necessary for the success of marketing in libraries (mean=4.54 and 4.61 respectively). They agreed that libraries should provide services in the convenient way; the way user want and conduct surveys after regular intervals (mean= 4.31 and 4.41 respectively) to get users feedback about services and products.

What Prospects Do You See for Marketing of Library and Information Services and Products in This New ICT Era?

Table 7: Prospects for Library and Information Services and Products

No	Statement	Mean	SD
1.	University library authorities and management is being aware of the fact that marketing of library services helpful in this changing higher education environment	3.07	1.308
2.	University library authorities and management is being aware of the fact that marketing is helpful in building positive image of the library	3.05	1.342
3.	Changes in the syllabus of library schools showing the effectiveness of marketing concept and its other practical aspects	4.04	.850
4.	ICT is helpful in the application and promotion of marketing	4.31	.631
5.	Web 2.0 and Lib 2.0 are good opportunities for the promotion of library services and products	4.21	.705
6.	User orientation program should be an important part of library activities	4.34	.699
7.	Regular publication of library Newsletter enhances the use of library services/ products	4.16	.711
8.	Proper funding is now being provided to university libraries	3.31	1.388
9.	Training about the modern trends of librarianship is helpful in changing the attitude of library staff	4.58	.685
10.	Different library associations are conducting workshops, seminars and discussion groups about marketing	3.10	1.281

Note: 1=Strongly Disagree; 2=Disagree; 3=To Some Extent Agree; 4=Agree; 5=Strongly Agree

The respondents were agreed to some extent that university library authorities and management is being aware of the fact that marketing of library services helpful in this changing higher education environment and in building positive image of the library (mean= 3.07 and 3.05 respectively). The respondents agreed that changes in the syllabi of library schools showing the effectiveness of marketing concept and its other practical aspects, ICT and Web 2.0/Lib 2.0 are helpful in the application and promotion of marketing and user orientation program should be important part of library activities (mean=4.04, 4.31, 4.21 and 4.34 respectively). They strongly agreed that training about modern trends of librarianship is helpful in changing the attitude of library staff (mean=4.58). They agreed that regular publication of library Newsletter increases the use of library services/ products (mean=4.16). They were agreed to some extent about the prospects that proper funding is now being provided to university libraries and different library associations for conducting workshops, seminars and discussion groups about marketing (mean=3.31 and 3.10).

CONCLUSIONS

Based on the findings of the study, following conclusions are drawn:

- Most university libraries of Punjab and Islamabad are using some promotional techniques but majority of them do not have mission statement, marketing plan and proper policies on inclusion and outreach.
- A vast majority of library professionals have positive concept and attitude towards marketing that it should be applied in libraries like other business or profit organizations.
- It appeared that concept of marketing is often considered in terms of promotion only.
- It was also found that there is a dire need to implement marketing in libraries to increase the use of library resources and to cope with the increasing cost of material and new technology.
- Successful marketing program is only possible when libraries have quality products and services according to the need and demand of the users. Libraries need to assess users' needs regularly and systemically in order to design and provide relevant services.
- Some libraries are providing only orientation programs and ignoring information literacy and digital literacy for making the users aware of real strength of libraries' collection and services and to get the best out of it.
- In this age of rapid change, it is not possible for libraries to provide all services and products free of cost. This study found out that 51.9% respondents were in view that services should be free of cost, while 45.5 % were in favor of nominal cost. Only 1.3% respondents think that there should be cost for profit services and products.
- With the emergence ICT, new channels for the delivery of services and products are required.
- Different promotional techniques (traditional and modern) are required to increase the use of library material, services and products.
- Integrated and continuous team work is required for the success of marketing in libraries.
- User involvement is necessary in the designing process of services and an evaluation system is also required for new and existing services.
- Role of Pakistan Library Association regarding marketing activities in libraries is overall inactive.
- Responses showed that role of library schools regarding marketing are significant for creating awareness.

RECOMMENDATIONS

Following recommendations are made on the basis of conclusions of the study:

- Each library should have proper policies on inclusion and outreach and mission statement for better planning and implementing systematic marketing techniques in libraries. The whole range of marketing activities is needed for the effective outcomes.
- Libraries should maintain quality services and products for their patrons as relatable services provision itself is considered effective marketing.
- Libraries should consider about price issue, some advanced services may be provided on nominal cost (no profit, no loss).

- Libraries should use both, contemporary and traditional' channels for the timely delivery of required services and products.
- Libraries should designate a full time professional to handle marketing activities in library.
- Library orientation programs and information literacy and digital literacy programs should be important part of library activities for users' awareness and optimum satisfaction
- Priority should be given to properly assessed users' demands while designing new services and products.
- New media (web 2.0/Lib 2.0) should be used for the promotion of new and existing services. RSS, Facebook, Tweeter, Blogs, LinkedIn etc. are good sources for the marketing of library services and products.
- Libraries should conduct user surveys on regular basis to get their feedback on different services and products. It will help to decide whether a service/product should be continued or withdrawn.
- Libraries should establish a separate section on marketing with proper polices and frameworks.
- Curricula should be designed according to the changing needs of new information era.
- Proper funding/budget should be allocated to the libraries for marketing purpose. Libraries should also adopt different fund raising techniques to fulfill their expenditure. Establishing friends of the library group, exhibitions, special events, contacting individual donors and donor organizations, and public speaking etc. are some fundraising techniques.

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