

# A STUDY ON COMMERCIAL DATABASE SUBSCRIBERS IN GUJARAT

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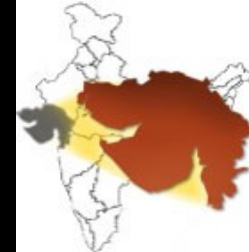
# Introduction of Gujarat



- ▣ Population: 50,671,017 (50.7 million)
  - 4.92% of total pop.
  - 23 countries have pop. above Gujarat and 216 below Gujarat pop.
  
- ▣ Area: 1,96,024 sq km
  
- ▣ 26 districts, 231 talukas, 18,618 villages, 242 towns
  
- ▣ 37.36 resides in urban areas
  
- ▣ Literacy Rate: 79.8% (Rank 18<sup>th</sup> out 35 states/UT)

Source: Census of India 2011

# Indian Readership Survey - 2011



## Growth: Literacy & Media Consumption

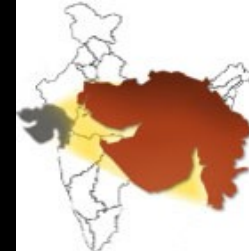
	2010 Q3	2010 Q4	2011Q1	% CAGR
Literacy	609782	616807	623796	4.6
Any Media	610845	615401	620272	3.1
Press	339242	342703	344581	3.2
TV	509862	516407	522444	5.0
C&S	383605	403383	416505	17.9
Radio	168670	163913	161486	-8.3
Cinema	81970	81663	79710	-5.4
Internet	22520	24329	25923	32.5



IRS  
IRS 2011 Q1

  
HANSA Research

# Gujarat – Readership



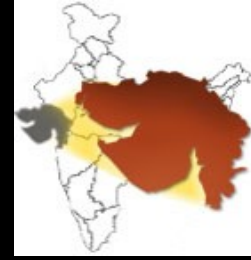
English Dailies (AIR)			Q1 2010 in (000s)	Q1 2011 in (000s)	% Change
	<b>Any Gujarati Daily</b>	<b>GUJ</b>	<b>10010</b>	<b>10245</b>	<b>2.35</b>
<b>1</b>	<b>Gujarat Samachar (All Edn)</b>	<b>GUJ</b>	<b>4562</b>	<b>4449</b>	<b>-2.48</b>
<b>2</b>	<b>Divya Bhaskar (All Edn)</b>	<b>GUJ</b>	<b>3229</b>	<b>3534</b>	<b>9.45</b>
<b>3</b>	<b>Sandesh (All Edn)</b>	<b>GUJ</b>	<b>3122</b>	<b>3232</b>	<b>3.52</b>
<b>4</b>	<b>Any English Daily</b>	<b>ENG</b>	<b>258</b>	<b>396</b>	<b>53.49</b>
<b>5</b>	<b>The Times Of India (All Edn)</b>	<b>ENG</b>	<b>219</b>	<b>327</b>	<b>49.32</b>
<b>6</b>	<b>Saurashtra Samachar</b>	<b>GUJ</b>	<b>263</b>	<b>231</b>	<b>-12.17</b>
<b>7</b>	<b>Gujarat Mitra &amp; Darpan</b>	<b>GUJ</b>	<b>183</b>	<b>170</b>	<b>-7.10</b>
<b>8</b>	<b>Kutch Mitra</b>	<b>GUJ</b>	<b>115</b>	<b>121</b>	<b>5.22</b>
<b>9</b>	<b>Any Hindi Daily</b>	<b>HIN</b>	<b>29</b>	<b>85</b>	<b>193.10</b>
<b>10</b>	<b>Rajasthan Patrika (All Edn)</b>	<b>HIN</b>	<b>26</b>	<b>71</b>	<b>173.08</b>
<b>11</b>	<b>Akila 6D</b>	<b>GUJ</b>	<b>68</b>	<b>59</b>	<b>-13.24</b>
<b>12</b>	<b>Ahmedabad Mirror</b>	<b>ENG</b>		<b>37</b>	
<b>13</b>	<b>The Economic Times (All Edn)</b>	<b>ENG</b>	<b>11</b>	<b>24</b>	<b>118.18</b>
<b>14</b>	<b>The Indian Express (All Edn)</b>	<b>ENG</b>	<b>7</b>	<b>23</b>	<b>228.57</b>
<b>15</b>	<b>DNA (All Edn)</b>	<b>ENG</b>	<b>25</b>	<b>22</b>	<b>-12.00</b>
<b>16</b>	<b>Bombay Samachar</b>	<b>GUJ</b>	<b>11</b>	<b>8</b>	<b>-27.27</b>

# Census – Gujarat Projection



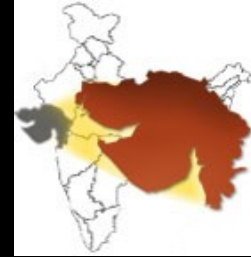
Age Group	2011 (000')	2016 (000')	2020 (000')	2024 (000')
15-19	5624	5494	5391	5244
19-24	5651	5696	5576	5482
24-29	5283	5664	5716	5603

# Higher Education Overview



Sr.	Type of Institution	Total
1	Government Colleges	049
2	Grant in aid colleges	359
3	Research Institutions	010
4	Universities	052
5	Self Finance Colleges	430
6	GBTC	003
	<b>Total</b>	<b>901</b>

Source: [http://gujarat-education.gov.in/higher/about\\_department/overview.htm](http://gujarat-education.gov.in/higher/about_department/overview.htm)

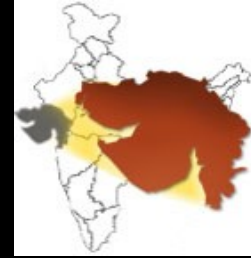


# No. of Students - Enrollment

Type of Institution	No. of Students
Arts	2,37,802
Commerce	1,92,068
Science	71,146
Education	32,900
Law College	17,484
<b>Total</b>	<b>11,02,796</b>

Source: [http://gujarat-education.gov.in/higher/about\\_department/overview.htm](http://gujarat-education.gov.in/higher/about_department/overview.htm)

# DIK & Education

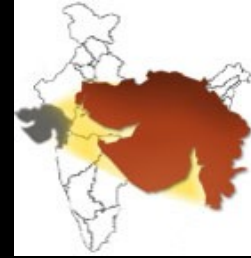


- ▣ **Competitive World**
  - **Education**
- ▣ **Youngest Nation**
- ▣ **Public Funded/Pvt. Funded**
- ▣ **Learning**
  - **Class Room**
  - **Library**
- ▣ **Hybrid Library**





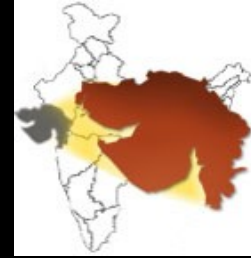
# Purpose of the Study



- ▣ **Commercial Database**
  - **Subscribers**
    - ▣ Online
    - ▣ Offline
  - **Govt. funded academic Uni./College/Institution/R&D**
  - **Pvt. funded academic Uni./College/Institution/R&D**
  - **ADINET**



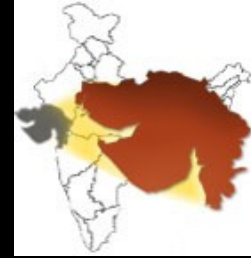
# Research Method



- ▣ Descriptive study
  - What is going on?
- ▣ Secondary Sources
  - INDEST-AICTE consortium
  - Econsortium-INFIBNET
  - Website
  - Personal contact
- ▣ Sampling
  - Commercial database subscriber
  - 50 Institutions (analyzed)
    - ▣ 5.88% of 850 institutions
  - 12 Institutions (Agricultural and Medicine listed in Excel)



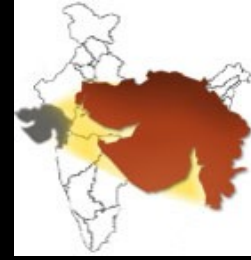
# Type of Institution



- ▣ Arts
- ▣ Commerce
- ▣ Law
- ▣ Science
- ▣ Technical
  - Management
  - Engineering
  - MCA
  - Pharmacy
  - Electrical
  - Electronics
- ▣ Research & Development
- ▣ **Agricultural**
- ▣ **Medicine**

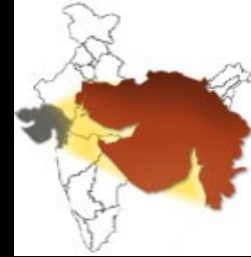


# Objectives



- ▣ To find out the types of libraries that subscribe to commercial databases.
- ▣ To rank institutions based on the number of their database subscriptions.
- ▣ To find out multiple and unique subscribers of various databases.
- ▣ To rank databases based on the number of institutional subscriptions.
- ▣ To find out whether database subscribers are private or government funded institutions.
- ▣ To find out the subject coverage of commercial databases.

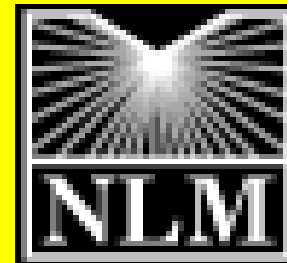
# Data Available for Analysis



99 unique database titles



373 subscribers



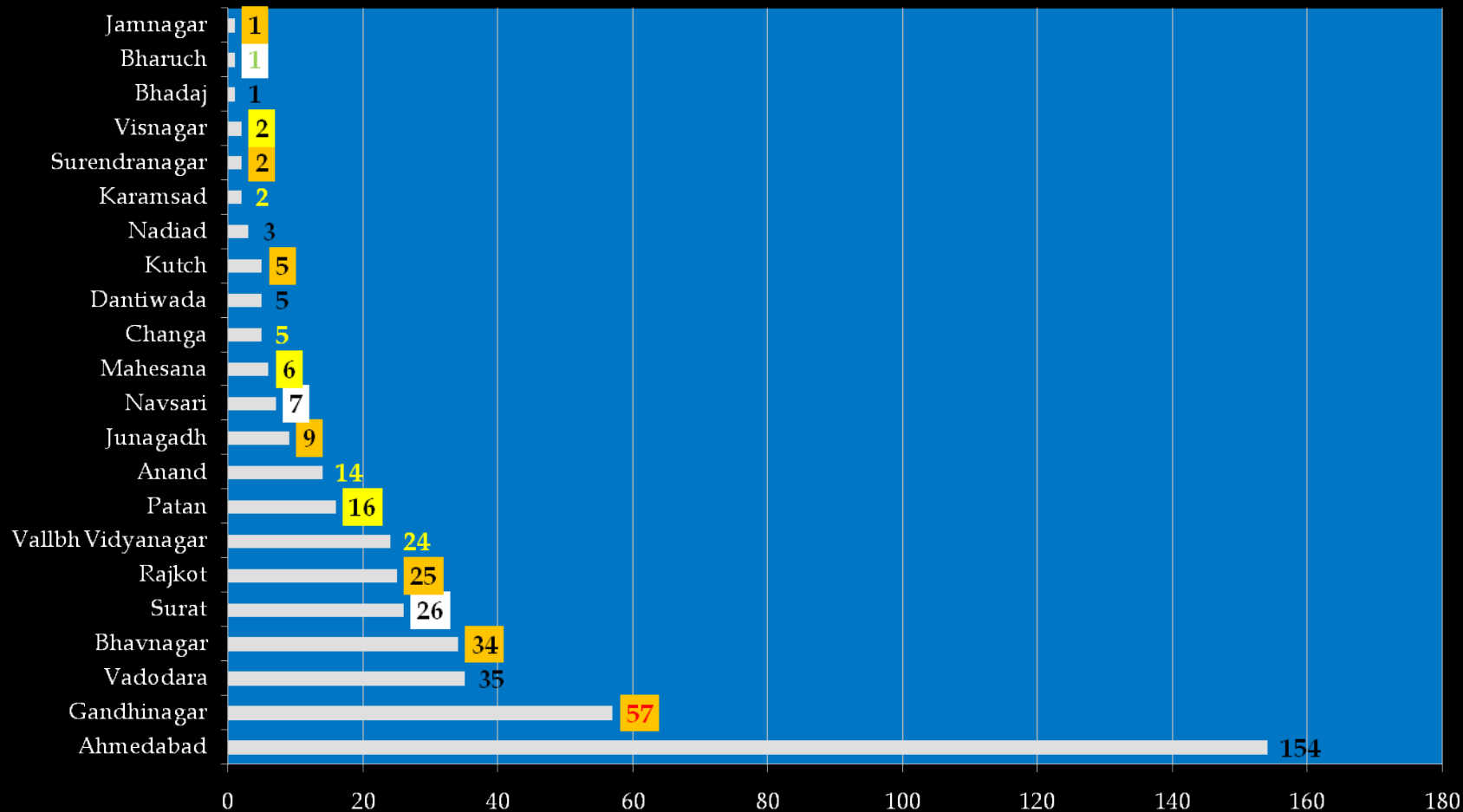
50 Institutions



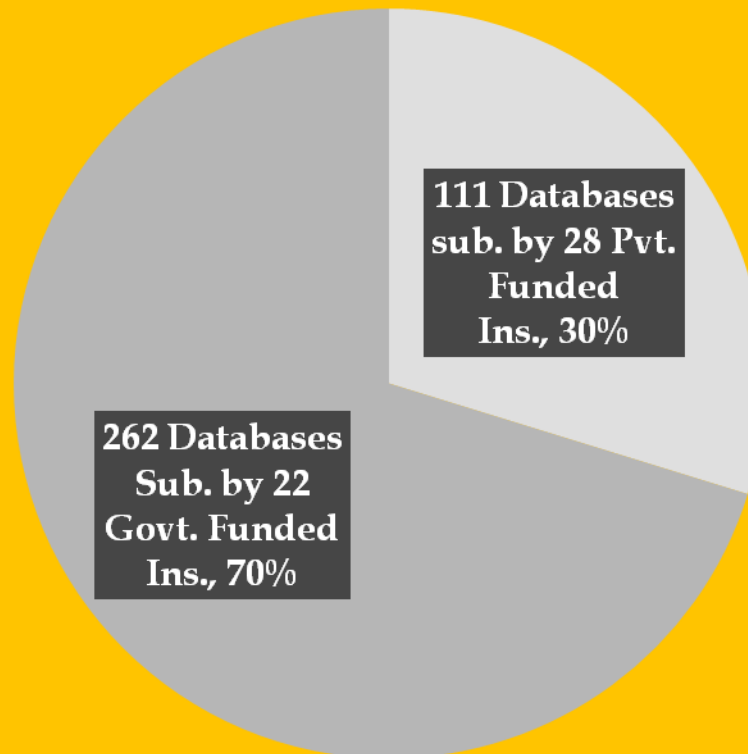
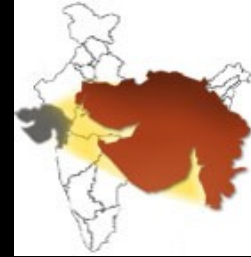
CONSORTIUM FOR e-RESOURCES IN AGRICULTURE



# City Wise Distribution of Databases

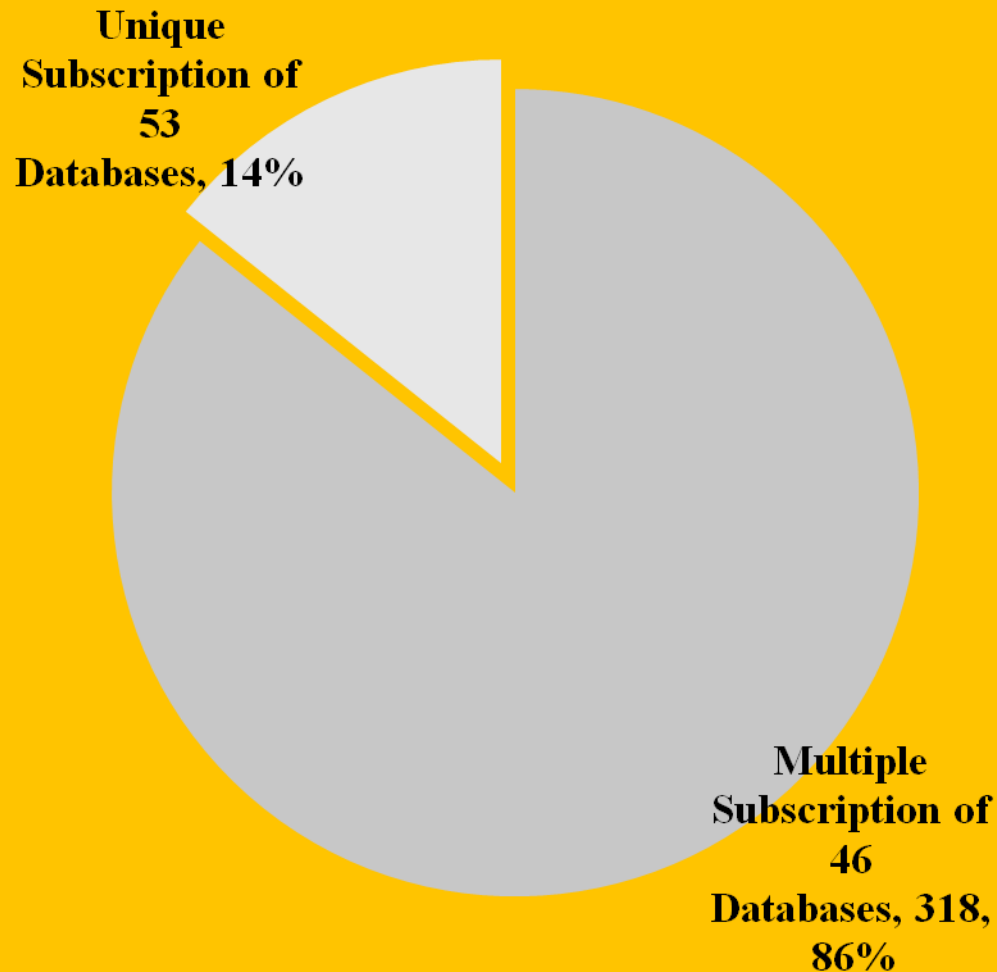
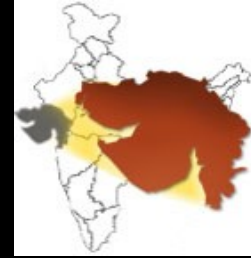


# Database Between Private and Govt. Funded Institution



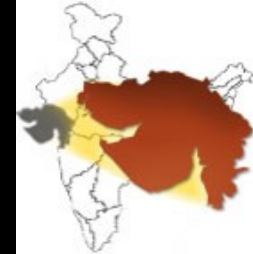
■ 28 Pvt. Funded ■ 22 Govt. Funded

# Single v/s Multiple Subscription



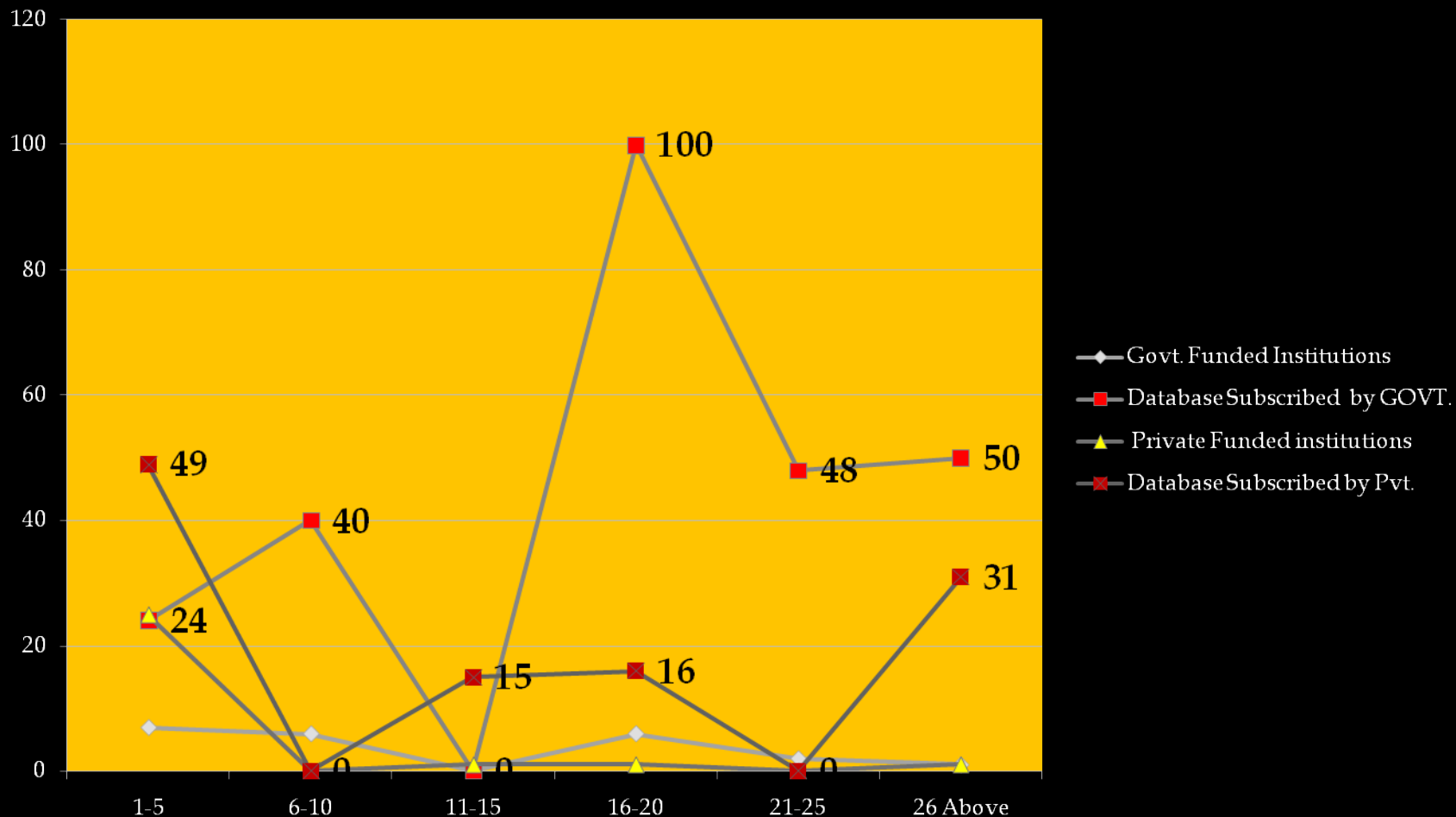
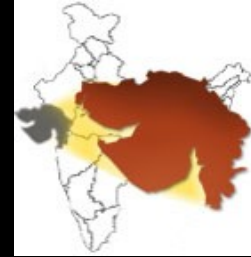


# Distribution of Commercial Database

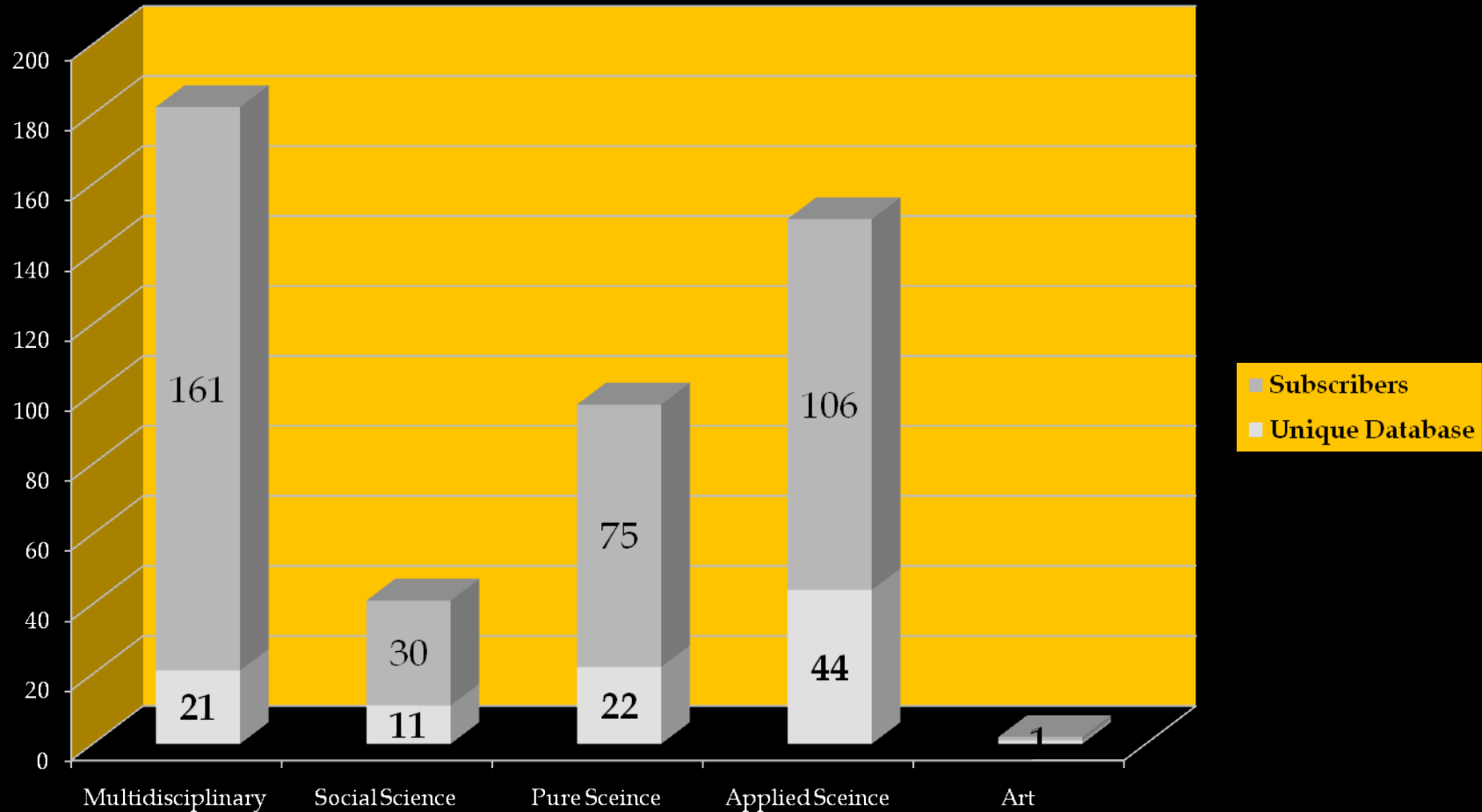


Database Range	Govt. Funded Institutions	Database Subscribed by GOVT.	Private Funded institutions	Database Subscribed by Pvt.
1-5	7	24	25	49
6-10	6	40	0	0
11-15	0	0	1	15
16-20	6	100	1	16
21-25	2	48	0	0
26 Above	1	50	1	31
<b>Total</b>	<b>22</b>	<b>262</b>	<b>28</b>	<b>111</b>

# Distribution of Commercial Database



# Subject Distribution



# Conclusion

- ▣ List of subscribers of the commercial database will 1 (Ranking)
- ▣ Tried to fill-up the knowledge gap between subscribers and nonsubscribers
- ▣ Out of 99 titles, 53 unique titles in Ahmedabad
- ▣ 50% of total subscribers in Ahmedabad and Gandhinagar
- ▣ Gandhinagar has emerged as new academic hub
- ▣ Multidisciplinary nature database more in demand
- ▣ IIMA, MSU/Nirma Uni., DAIICT, MICA
- ▣ Patel family name contributes to education

# New Research Opportunity

- ▣ Commercial database subscribed by private and public R & D Centers in Gujarat
- ▣ Contribution of Patel's in education sector
- ▣ Comparative study of commercial database subscribers between the states
- ▣ Comparative study between private funded and public funded institution

**Thank You**  
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