

User's Satisfaction in Management Institutes Library in the Gujarat State

Presented by :

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Five laws of the Library Science Vs. Library in a current situation:

- Today's library users challenge librarians to move from the simple declaration of "save the time of the reader"; meeting today's users' needs requires embedding library systems and services into their existing workflows.
- Our modern-day rephrasing of "every person his or her book" know your community and its needs.
- The core meaning of "books are for use" is still about access; however, our interpretation focuses on developing the physical and technical infrastructure need to deliver materials.
- Our interpretation of "every book its reader" focuses on increasing the discoverability, access and use of resources within users' existing workflows.
- We agree "the library is a growing organism" and propose growing users' share of attention.

Ranganathan said this:

The reader-guest is supreme to you:

- Give the service with all attention and in all sincerity.
- Give him service to the entire capacity at your command.
- Give him service in all modesty and full freedom from any touch of prestige or ego.
- Give him service in full measure lest there should be any offence to the laws of library science.
- Acquire the best knowledge and information for giving him your best service.

According to our Father of Nation, Mahatma Gandhi:

1. Customer is a God.
2. Customer satisfaction is a priority.
3. Without customer satisfaction, No business can survive.
4. If you don't take care of your customers, someone else will take care.
5. Customer feedback will give strengthen to product.

Sample of the selected library users

Sr. No.	Name of the Management Institute/College	Total Population	Questionnaire Circulated	Questionnaire Received	Percentage
1	Amrut Modi School of Management (AES), Ahmedabad	60	15	15	100%
2	B.K School of Management, Ahmedabad	95	25	20	80%
3	C U Shah College of Mgnt. Surendranagar	60	15	15	100%
4	Centre for Management Studies, Ganpat Univ. Kherva	60	15	15	100%
5	DBM, Saurashtra Univ. Rajkot	60	15	15	100%
6	Department of Business & Industrial Management, Surat	120	30	20	66.66%
7	Department of Business Management Bhavnagar University	60	15	15	100%
8	Department of Management Studies, DDIT, Nadiad	120	30	20	66.66%
9	EDI, Bhat, Ahmedabad	180	30	25	83.33%
10	G H Patel Inst. of Bussiness Management, V V Nagar	80	20	15	75%
11	GIDC Raju Shroff Rufel Inst.of Mgnt., Vapi	60	15	10	66.66%
12	Indian Institute of Management, Ahmedabad	431	110	100	90.90%
13	Institute of Management, Nirma University, Ahmedabad	120	30	20	66.66%

14	IRMA, Anand	60	15	15	100%
15	J.V. Institute of Management Studies, Jamnagar	60	15	15	100%
16	Junagadh Junior Chamber's Trust College, Junagadh	60	15	15	100%
17	M S Patel Inst. of Mgt. Studies, M S Univ. Vadodara	80	20	20	100%
18	Manish Institute of Management, Visnagar	60	15	10	66.66%
19	MICA, Shela, Ahmedabad	115	30	25	83.33%
20	Narmada College of Management, Zadeshvae-Bharuch	60	15	10	66.66%
21	NICM, Gandhinagar	60	15	15	100%
22	S K S Bussiness Management, Patan	60	15	15	100%
23	S V Intitute of Management, Kadi	120	30	25	83.33%
24	Som Lalit School of Management, Ahmedabad	60	15	10	66.66%
25	Tolani Inst.of Mgmt. Studies, Adipur, Kachchh	100	25	20	80%
	Total	2401	590	500	84.75%

Satisfaction level as general

Sr.No.	Particulars	Yes/No.	Frequency	Percentage
1	Computerization	Yes	500	100%
2	Internet	Yes	498	99.60%
		No	02	00.40%
3	Library card	Yes	496	99.20%
		No	04	00.80%
4	Use other library	Yes	92	18.40%
		No	408	81.60%
5	User guide	Yes	401	80.20%
		No	99	19.80%
6	Use of OPAC	Yes	376	75.20%
		No	124	24.80%

Satisfaction level with library services

Sr. No.	Library Services	Frequency	
		Highly Satisfied	Satisfactory
1	Computer facility	310(62.00%)	190(38.00%)
2	Arrangement of Materials	262(52.40%)	217(43.40%)
3	Opening Hours	253(50.60%)	219(43.80%)
4	Study related services	252(50.40%)	212(42.40%)
5	Circulation	239(47.80%)	242(48.40%)
6	Internet Connectivity	239(47.80%)	219(43.80%)
7	Database Searching	236(47.20%)	220(44.00%)
8	Business News Papers	231(46.10%)	207(41.40%)
9	Reference services	217(43.40%)	252(50.40%)

10	E-Resouces	211(42.20%)	241(48.20%)
11	E-Journals	197(39.40%)	220(44.00%)
12	Book Procurement	191(38.20%)	245(49.20%)
13	OPAC	184(36.80%)	277(55.40%)
14	Online Databases	172(34.40%)	266(53.20%)
15	Service on Saturday/Sunday	168(33.60%)	273(54.60%)
16	Indexing Services	168(33.20%)	272(54.40%)
17	Current Awareness Service	165(33.00%)	263(52.50%)
18	Inter Library Loan	165(33.00%)	228(45.60%)
19	Xerox facility	159(31.80%)	235(47.00%)

Satisfaction level with library collection

Sr. No.	Library Collections	Frequency	
		Highly Satisfied	Satisfactory
1	Current Journals/Periodicals	224(44.80%)	243(48.60%)
2	Arrangement of Collection	206(41.20%)	259(51.80%)
3	Books	194(38.80%)	269(53.80%)
4	Reference Books	179(36.80%)	264(62.80%)
5	Journals	188(37.60%)	267(53.40%)

Satisfaction level with physical setup (Infrastructure facilities)

Sr.No.	Infrastructure	Frequency	
		Highly Satisfied	Satisfactory
1	Building/stairs	221(44.20%)	255(51.00%)
2	Closing hours	211(42.20%)	242(48.40%)
3	Cleanliness	201(40.20%)	232(46.40%)
4	Signage/notice board	200(40.00%)	234(46.80%)
5	Security for personal belongs	195(39.00%)	253(50.60%)
6	Reading tables/chairs	194(38.80%)	205(41.00%)
7	Drinking water	193(38.60%)	212(42.40%)
8	Quietness	191(38.20%)	239(47.80%)
9	Individual reading carrels	191(38.20%)	181(36.20%)
10	Air conditioning	190(38.00%)	172(34.40%)
11	Parking	186(37.20%)	259(51.80%)
12	Reading space	180(36.00%)	263(52.60%)
13	Lighting/ventilation	166(33.20%)	257(51.40%)
14	Group study room	161(32.20%)	213(42.60%)
15	Computer equipment	151(30.20%)	261(52.20%)
16	Audio visual equipment	140(28.00%)	231(46.20%)

Satisfaction level by the library staff members

Sr.No.	Particulars	Frequency	
		Highly Satisfied	Satisfactory
1	Availability of library staff	339(67.80%)	161(32.20%)
2	Queries solved by library staff	314(62.80%)	179(35.80%)
3	Helpfulness of library staff	310(62.00%)	186(37.20%)

Suggestions to procure more resources

Particulars	Frequency	Percentage
More e-journals	235	47.00%
More online database	105	19.20%
More e-books	96	21.00%
More computers	47	09.40%
More Newspapers	13	02.60%
More staffing	3	00.60%
No as such	1	00.20%

Steps for non-available materials in the library

Users approaches	Frequency	Percentage
Ask the librarian to arrange through inter-library loan	283	56.6
Ask the librarian to procure the same	198	39.6
Ask a friend at some other institute to supply	19	3.8

Desired place for use of internet

Desire Place	Frequency	Percentage
Computer Lab	54	10.8
Library	230	46.0
Hostel	96	19.2
Other	120	24.0

Practice to use of user survey

Response	Frequency	Percent
Yes	345	69.0
No	155	31.0

Use of library after 06:00 PM

Use of library after 06:00 PM	Frequency	Percentage
Regularly	211	42.20%
Occasionally	252	50.40%
Never	37	07.40%

User Education Program

Particulars	Frequency	Percentage
Lecture given by the librarian	138	27.6
Orientation program for the use of library	102	20.4
Printed library broacher	99	19.8
Tour of library	79	15.8
Sign boards	40	8.0
Demonstration	15	3.0
Not aware	27	5.4

Suggestions

A few suggestions that emerged from the findings of the research work are:

- The library should take much more interest to make OPAC as user friendly, so there should be increase in the number of terminals which provide only OPAC facility. They can increase the processing speed of OPAC system for quick access.
- The library should expand the inter library loan services and make the aware to the users for this service available in the library.
- To provide more numbers of computer terminals in the cyber lab of the library.
- Make more arrangement of database orientation and training program for the users.

- Subscribed more numbers of business newspapers in the library.
- Keep the library open on Saturday and Sunday with such restricted hours for the circulation section.
- Procure more online journals, databases in the library.
- Circulate list of new arrival of books among the more users. It can circulate as online through library home page or by e-mail to the users.
- More concentration and follow up for the book procurement process.
- Procure the latest book, report, database as a collection in the library.
- Keep the reference collection updated with annual publications.
- Provide the latest and comfortable infrastructure facility likes reading chairs, reading tables, group study room, self-operating Xerox machine, meeting room, air conditioning and water cooler for the drinking water.
- Keep the library open with long working hours, only for the reading facility.

THANKS

