MARKETING OF INFORMATION PRODUCT THROUGH WEBSITE

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ABSTRACT:-
 Marketing of library information product means not only sale of information but also awareness about information product through website. Jaykar Knowledge Resource Centre collected all e-resources information products on one platform and developed own web page as Jaykar Knowledge Resource Centre Portal for their users and others. Library is providing information product which are available open access e-resources and subscribed by Jaykar Knowledge Resource Centre such as e-books, e-journals, e-databases, e-video talks etc. Jaykar Knowledge Resource Centre also provides Online Public Access Catalogue (OPAC) for search library resources which are available in the library.

KEYWORDS:- *Marketing, Information Product, Jaykar Knowledge Resource Centre , Web Portal.*

INTRODUCTION:-
 Marketing concepts and techniques have got broad application for non-profit organization too. The same basic approaches used to sell soap can also be used to "sell" ideas, politicians, mass transportation, health care services, energy conservation and museum and libraries. The marketing concept is the basic orientation by the library management that views major tasks of system, the determination of user's wants, needs or values and tailors its services to suit accordingly to meet the user's requirements. So that users worth, needs or values determined by library can be user marketing concept to simulate better utilization of library collection, user education and there by increase user satisfaction.

 Marketing is more than providing information about established products or services to potential consumers. A "market-driven marketing process must begin with an identification of needs and wants and then lead to the development and promotion of a product that fulfills those needs and wants. Marketing principles and strategies are used not only in the profit making business sector, but also in the not profit services such as hospitals, libraries and postal services with some adjustments to suit for the non-profit sector.

 Information has been recognized as significant component for the development of an individual, society and nation, which has necessitated the library and information centers to use modern information and communication technologies in the processing, redesigning, storage and retrieval of information. Every library has got its own significant and importance in our society. A college or

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university library is the heart of its institution, yet not to speak of the often experienced a budget hitting the library first.

Consequence of the radical changes in the last decade Information revolution, globalization, marketization, privatization and using information for development, the users interested in information products and services has been on the increase. Librarians and information managers has been happy in providing information to the users of the schools, colleges university.

University library and other non-profit institute have recently become aware of the need to market their products and services. Today Information products and services are being recognized as commodities that can be sold, exchanged, lent and transmitted. University libraries not only recovering the costs incurred but also making a profit through their services, Narayana (1991:187) point out that the "survival of a library depends among other things on its image in the minds of the users and the fund allocation." These images should be the outcome of the quality and effectiveness of the services, the ability to anticipate the desires and requirements of actual and potential users and fulfilled.

WHAT IS MARKETING:-

Marketing is the process of planning, distributing, advertising and publicity of new information product such as books, magazines, journals, CD-ROM database etc. Kotler defines that 'Marketing is the process of planning and executing the conception, pricing, promotion and distribution of good, services and ideas to create exchanges with target groups that satisfy customer and organizational objectives.' Marketing is provide to be one the important means through which all library and information products and services can be made in to effective use. The library and information professionals misunderstand marketing and they believe that marketing is synonym to public relations and publicity.

SMITH WRITES:-

Marketing is a stance and an attitude that focuses on meeting the needs of users. Marketing is a means of ensuring that libraries, and librarianship are integrated into both today's and tomorrow's emerging global culture.

Peter Ducker, the management guru, defines marketing as follows:

Marketing is the whole business seen from the point of view of its final result, that is, from the customer's point of view. Business success is not determined by the producer but by the customer.
Philips Kotler, the marketing guru, calls "Marketing social and managerial process by which individuals and group obtain what they need and want through creating, offering and exchanging products of value with others".

Kotler defines Marketing Management as 'the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customer and organizational objectives'.

Finally, kotler defines marketing concept as follows:-

The marketing concept holds that that the key to achieving organizational goals consists in determining the needs and wants of target market and delivering the desired satisfaction more effectively and efficiently than competitors. The marketing concept rests on four main pillars, namely target market, customer needs coordinated marketing and profitability.

Information Product:-

information product is any chunk of knowledge that has been recorded in some fashion - whether that be in a print format, an audio format, or a video format - so that it can now be passed on to others. There are dozens of ways to package and sell information. Some of the most common products are:
• Print books and e-books
• Print journals and e-journals

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- Booklets and special reports
- Manuals and workbooks
- Audio cassettes, CDs, or downloadable audio files
- Videotapes and DVDs
- Subscription based web-sites
- Newspaper

Some definition of information products on the web:-

- An Information Product is any final product in the form of information that a person needs to have. This Information Product consists of several ...
  en.wikipedia.org/wiki/Information_product
- An item that has been derived from spatial datasets and other information to meet a specific purpose.   ...
  www.walis.wa.gov.au/resources/WALIS_glossary
- A collection of content that is processed as a unit. Consists of a series of elements in a defined order and structure. Examples include user guides, brochures, press releases, web site content, technical specifications.
  www.managingenterprisecontent.com/myweb/Glossary.htm
- A product based on its information content, rather than its physical attributes. E-books and e-zines are examples.
  www.suddenlyinsite.com/glossary.html.

Jaykar Knowledge Resource Centre Resource Centre (formerly Jaykar Knowledge Resource Centre):

The university library now named as "Jaykar Knowledge Resource Centre " after 1st vice-Chancellor late Dr. M.R. Jaykar, started functioning in January 1950 with a nucleus collection of Late Dr. D.R. Bhandarkar. The building was extended from time to time and now occupies over 48,000-sq.ft areas. Recently the construction for extension to the library building is in progress. The plan of the extension of the building is for ground plus five floors; each floor will be of 1500 sq.ft. More than 800 students can take the benefit of reading facility.

Jaykar Knowledge Resource Centre has started its automation programmed in 1990's with LIBSYS (library system) package. It has adopted new technology known as RFID technology Jaykar Knowledge Resource Centre is the first library in India implement this technology. Almost all the books and periodicals data have been entered in the present software and circulation activity has been fully automated with RFID technology

To provide access to online journals to research scholars, Facultymembers and post graduate students of the university and affiliated colleges, library has established an internet centre known as "Smt. Vijaya Deshmukh Internet centre" from the donation of Shri. B.G. Deshmukh.

The library has developed a home page containing a WEB OPAC, free online journals and subscribes online journals, database. There is also link to the collection of departmental libraries in campus.

Collection:-

During last 63 years, the collection has grown up to 500000+ (including books and bound volumes and periodicals), unpublished thesis, manuscripts, maps, microforms and other reading material. The library presently subscribe up to 300 print journals and more than 8000 online journals including journals received under UGC-INFONET consortium. Library also subscribe online databases i.e. LISA, Science Direct, Web of science, EBSCO etc. Beside this there are collections of gramophone records and CD-ROM..
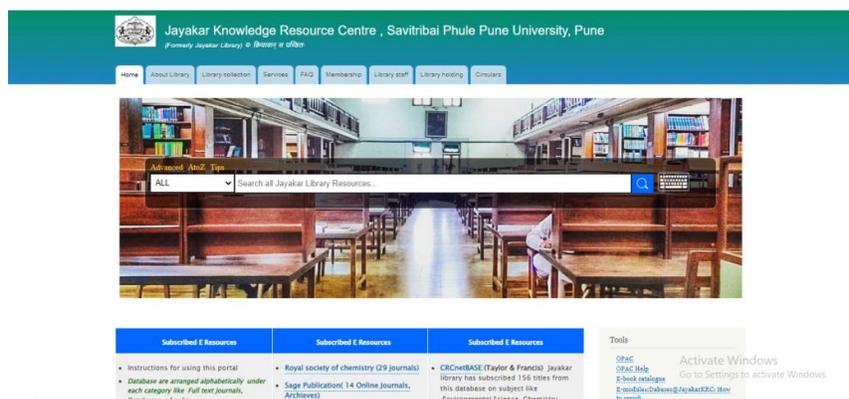
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Books and other materials

Material	Total No.
Books, Bound volume of Periodicals& and Theses	477173
Manuscripts	4439
Maps	5337
Specimen Copies	11363
Gramophone Records/ AV & Films	1915
CD	383

Current Periodicals

Periodicals	Total No.
Periodicals subscribed	210
Periodicals received gratis	10

(Source: http://lib.unipune.ac.in:8002/node/4)

Information Product:-

A product is anything that can be offered to a market to satisfy a need. A large classification of materials, services and programmes constitute the library's product. A library provide goods either tangible (e.g. books, periodicals, audio, video and web data) or intangible (personal assistance or value of the library as premier community institution). Jaykar Knowledge Resource Centre is provide information through website such as notices of fine, book return, library fee of membership and circular of Library, Jaykar Knowledge Resource Centre has develop own products such as Jaykar Knowledge Resource Centre portal, online catalogue of Jaykar Knowledge Resource Centre , web OPAC, digital library web link for their user. Jaykar Knowledge Resource Centre near abut 5000 free access online journals and database subscribed for their students and affiliated college students, teaching-non teaching staff, researchers.

Jaykar Knowledge Resource Centre website:- (http://lib.unipune.ac.in:8002/)

Jaykar Knowledge Resource Centre has developed own web portal and one specially-designed Web page at a website which brings all subscribed and open access e-resources information together from diverse sources in a uniform way . Main purpose of this portal all e-resources brings on one platform for their users. It has developed Web portal in three categories, subscribed e-resources, open access e-resources and subject wise classified e-resources. Library has given web link which is subscribed e-resources by Jaykar Libray , available through INFLIBNET. It has providing free resources and library subscribed database such as Open J-Gate, Free Journals, DOAJ, Open Archives(India), PLOS:

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making the world's scientific and medical literature a freely available public resource, TOC: provides access to tables of contents of over 11,155 scholarly journals. Jaykar Knowledge Resource Centre provide subject wise e-resources.

Information products available on of Jaykar Knowledge Resource Centre Portal :- JCCC@UGC-INFLIBNET:-

Jaykar Knowledge Resource Centre subscribed e-resources under UGC-INFLIBNET scheme under. Provides article level access for all   journals subscribed by UGC INFONET digital library consortia as well as journals subscribed by 22 University Libraries. In this portal given web link of all publishers and information products for their library users, such as American Chemical Society, Economics Political Weekly, JSTOR, Indian Journal, Annual Review etc.

SCIENCE DIRECT:

Jaykar Knowledge Resource Centre portal has given link of Scince Direct. Science Direct is website operated by the Anglo-Dutch publisher Elsevier containing (as of 2014) about 12 million articles from 3348 journals and over 18067 e-books, reference works, book series and handbooks. The articles are grouped in four main sections: Physical Sciences and Engineering, Life Sciences, Health Sciences, and Social Sciences and Humanities. For most articles on the website, abstracts are freely available; access to the full text of the article (in PDF, and also HTML for newer publications) requires a subscription or pay-per-view purchase. Library users can easily access through web link.

Web of science:

Jaykar Knowledge Resource Centre members can access to the most reliable, integrated, multidisciplinary research connected through linked content citation metrics from multiple sources within a single interface. Web of science to multidisciplinary information from approximately 8,700 of the most prestigious, high impact research journals in the world.

PsycINFO database online:

PsycINFO database online is an electronic bibliographic database providing abstracts and citations to the scholarly literature in the psychological, social, behavioral, and health sciences.

J Gate:

J-Gate subscribed by Jaykar Knowledge Resource Centre , it is an electronic gateway to global e-journal literature. J-Gate provides seamless access to millions of journal articles available online offered by 11,419+ publishers. It presently has a massive database of journal literature, indexed from 36,709+ e-journals with links to full text at publisher sites.

Video Talk:

Jaykar Knowledge Resource Centre   is providing special collection of video talk of the Biomedical & Life Sciences Collection. The collection provides immediate online access to over 1500 seminar style talks containing the latest research and developments presented by many of the world is leading scientific experts including Nobel Laureates.

e-PG Pathashala:

The MHRD, under its National Mission on Education through ICT, has assigned work to the UGC for development of e-content in 77 subjects at postgraduate level. High quality, curriculum-based, interactive content in different subjects across all disciplines of social sciences, arts, fine arts & humanities, natural & mathematical sciences, linguistics and languages is being developed under this initiative named e-PG Pathshala.

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DOAJ (Directory of Open Access Journal):

DOAJ is provide total 9804 free, full text, quality controlled scientific and scholarly journals directory, covering all subjects and many languages.

Online Catalogue:

Jaykar Knowledge Resource Centre provide online catalogue of 25 university libraries including University of Pune. OPA service to all user access catalogue and searchable catalogue of library holding is available on the campus wide intranet and wide on web at
(http://lib.unipune.ernet.in/Portal/Online%20catalogue%20of%20some%20major%20libraries.htm.)

CONCLUSION:

Jaykar Knowledge Resource Centre is marketing of information products which are bring on one web page and develop own portal 'Jaykar Knowledge Resource Centre Portal'. Jaykar Knowledge Resource Centre is not doing business and not selling information but library approach is doing awareness about information sources and information product, which are provide by web portal. Web Portal has 75 e-resources linked of information products for their users.

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