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Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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 Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

### **CONFERENCE PAPERS**

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# SATISFACTION ON FACILITIES AND SERVICES OF J. B. WOMEN'S ENGINEERING COLLEGE LIBRARY IN TIRUPATI: AN USER SURVEY

# B. VEENA KUMARI RESEARCH SCHOLAR DEPARTMENT OF LIBRARY &INFORMATION SCIENCE S. V. UNIVERSITY TIRUPATI

### **ABSTRACT**

The present study has been made analyze and interpret the user's opinion on the facilities and services provided by J.B.Women's Engineering College Library. During the preparation of this paper, an attempt was made to collect the required data from all available sources. However, sample survey method is used for the study. 270 questionnaires were distributed out of which 210 were received from the respondents.

#### **KEYWORDS**

library services, J.B. Women's Engineering College.

### INTRODUCTION

he library is one of society's forms of cultural self-expression. In India, the development of higher education is closely associated with the steady growth and development of the library in the institution of higher learning. An academic library is affiliated with an academic institution, be it a school, college, or university. A college library, of which an engineering college library is one example, is a service component of its parent body, and since it is a non-profit organization, it must manage its finances in a judicious manner. At the same time, library services are increasingly expensive.

## **DEFINITION OF ENGINEERING/TECHNOLOGY**

Engineering is a branch of science and technology that deals with the designing of Technology and feasibility of applications to the human kind in the easiest possible way.

Engineering is one of the oldest and preferred streams in our education system. This has been a favored career option among students after 10+2. Engineering offers students an opportunity to work in technical, scientific and mathematical areas in order to meet the growing demands of human needs.

#### **ENGINEERING COLLEGE LIBRARY**

Libraries which are attached to engineering colleges are known as engineering college libraries. These are entrusted with a host of predetermined tasks like acquiring, organizing, preserving, retrieving and disseminating information to the users. Due to developments in Information and Communication Technology (ICT), these libraries are undergoing significant changes today not only in their outlook but also in their functions, services, methods and techniques for collection development, processing and dissemination of information.

### THE ENGINEERING COLLEGE LIBRARY COLLECTION

The majority of the engineering college library collection is in the form of books and periodicals, while non-book materials may not so well-represented, with the possible exception of maps. In Indian college libraries, book selection is based on the curriculum and on the syllabi of the courses conducted at the college. A textbook collection and a separate "book bank" are important sources for these college libraries.

## **FUNCTIONS OF ENGINEERING LIBRARY**

The core function of engineering college library is to provide books and other library materials to the clientele at the right time.

- The development of the collection of books, periodicals and other items.
- Maintenance of index files or selected subject references.
- Dissemination of currently published information by means of personal notifications, preparation and distribution of library bulletins or by using centralized services.
- Circulation of books and routing of periodicals.
- Filing and indexing of internal reports and technical correspondences.
- Maintenance of reference services to supply instant services.
- Compilation of bibliographies.
- Editorial assistance with internal publications.
- Translation of foreign language publications.
- Personalized service of various types.

## ABOUT J.B. INSTITUTE OF WOMEN'S ENGINEERING COLLEGE LIBRARY

J.B. Institute of Women's Engineering College, Tirupati established from the academic year 2008-09. The library functions during all working days the library operates from 8.30 a.m. to 4.30 p.m. The college library on the campus caters to the needs of 254 students, 28 faculty's. The Library has huge collection of books was 6,289 and 26 Indian and 20 foreign Journals were subscribed for the library.

The college library is true to its word. It is a typical house of knowledge and provides a calm and serene ambience to our students. Our Library has more than sufficient number of books, journals and periodicals in addition to 12 daily News papers and magazines.

## **OBJECTIVES OF THE STUDY**

- To evaluate the use of various services available in the library;
- To find out the ways and methods adopted by users in approaching the information sources; and
- To find out the various physical facilities available to the users.

#### **METHODOLOGY**

The present study is confined only one engineering college in Tirupati, Andhra Pradesh. As the target population, i.e. third year and fourth year students, is scattered in engineering college, survey method is adopted to collect data for the present study.

#### **ANALYSIS OF DATA**

The data thus collected is presented in the form of Tables.

**TABLE - 1: BRANCH WISE DISTRIBUTION OF RESPONDENTS** 

Branch	Number of users	Percentage
IT	66	31.4
EEE	75	35.7
ECE	69	32.9
Total	210	100

It can be observed from Table -1 that majority of the respondents (35.7%) are from EEE branch followed by 32.9% ECE, and 31.4% IT branches.

TABLE - 2: FREQUENCY OF VISIT TO LIBRARY

Frequency	Bra	nch wise	Resp	ondents	3		Total(N=210)		
	IT(N	IT(N=66)		EEE(N=75)		ECE(N=69)			
	No	%	No	%	No	%	No	%	
Daily	32	48.5	35	46.8	36	52.2	103	49.0	
Once in two days	19	28.3	22	29.3	21	30.5	62	29.6	
Twice in a week	6	9.1	10	13.3	9	13.1	25	11.9	
Weekly once	7	10.6	7	9.3	1	1.4	15	7.1	
Monthly	2	3.0	1	1.3	1	1.4	4	1.9	
Occasionally	0	0.0	0	0.0	1	1.4	1	0.5	

It is evident from the above Table-2 that 49.0% of the respondents are visiting the library daily, 29.6% once in two days, 11.9% twice in a week, 7.1% weekly once, 1.9% monthly, and the remaining 0.5% of the respondents are visiting occasionally. It can be concluded that most of the respondents are visiting the library weekly once.

TABLE - 3: PURPOSE OF VISITING THE LIBRARY

Frequency	Bran	nch wise		Total(N=210)				
	IT (N	IT (N=66)		EEE (N=75)		(N=69)		
	No	%	No	%	No	%	No	%
To read newspaper	32	48.5	26	34.7	21	30.4	79	37.6
To spend leisure time	10	15.2	17	22.7	16	23.2	43	20.4
To borrow books	24	36.3	32	42.6	32	46.4	88	42.0

It is evident from Table- 3 that majority of the respondents (42.0%) mentioned that they are visiting library to borrow books, followed by 37.6% to read newspapers, 20.4% to spend leisure time. It can be concluded that majority of the respondents visit the library to borrow books.

TABLE – 4: SATISFACTION REGARDING WORKING HOURS

Frequency	Bran	ch wise	Total (N=210)						
	IT (N	l=66)	EEE (N=75)		ECE	(N=69)			
	No	%	No	%	No	%	No	%	
Yes	58	87.8	69	92.0	56	81.2	183	87.1	
No	8	12.2	6	8.0	13	18.8	27	12.9	

It is evident from the above Table that 87.1% of the respondents are satisfied regarding the existing working hours while the remaining 12.9% expressed that they are not satisfied regarding working hours. It can be concluded that majority of the respondents are satisfied with the present working hours of the library.

TABLE - 5: AWARENESS OF THE LIBRARY COLLECTION

Collection	Branch wi	se Responde	nts				Total (N=210)		
	IT (N=66)		EEE (N=75		ECE (N=69				
	Yes	No	Yes	No	Yes	No	Yes	No	
Text books	52 (78.8)	14 (21.2)	56 (74.7)	19 (25.3)	40 (57.9)	29 (42.1)	148 (70.5)	62 (29.5)	
Magazines	46 (69.7)	20 (30.3)	39 (52.0)	36 (48.0)	26 (37.7)	43 (62.3)	111 (52.9)	99 (47.1)	
Journals	60 (90.9)	6 (09.1)	49 (65.3)	26 (34.7)	22 (31.9)	47 (68.1)	131 (62.4)	79 (37.6)	
Reference books	56 (84.8)	10 (15.2)	54 (72.0)	21 (28.0)	48 (69.6)	21 (30.4)	158 (75.2)	52 (24.8)	
Dictionaries	20 (30.3)	46 (69.7)	26 (34.7)	49 (65.3)	12 (17.4)	57 (82.6)	58 (27.6)	152 (72.4)	
Directories	56 (84.8)	10 (15.2)	25 (33.3)	50 (66.7)	22 (31.9)	47 (68.1)	103 (49.0)	107 (51.0)	
Encyclopedias	15 (22.7)	51 (77.3)	10 (13.3)	65 (86.7)	15 (21.7)	54 (78.3)	40 (19.0)	170 (81.0)	
Year books	22 (33.3)	44 (66.7)	12 (16.0)	63 (84.0)	20 (28.9)	49 (71.1)	54 (25.7)	156 (74.3)	
Fictions	5 (07.6)	61 (92.4)	6 (08.0)	69 (92.0)	11 (15.9)	58 (84.1)	22 (10.5)	188 (89.5)	

(Parentheses indicated percentages)

It can be observed from Table-5 that majority of the respondents (75.2%) mentioned that they are aware of reference books followed by 70.5% text books, 62.4% journals, 52.9% magazines, 49.0% directories, 25.7% year books, 19.0% encyclopedias and leaguer number of the respondents 10.5% with fictions. It can be concluded that most of the respondents that they are aware of reference books.

## TABLE - 6: SATISFACTION WITH THE LIBRARY COLLECTION

Collection	on IT (N=66)		EEE (N=75	)	ECE (N=69	)	Total (N=210)	
	1	2	1	2	1	2	1	2
Text books	57 (86.4)	9 (13.6)	62 (82.7)	13 (17.3)	58 (841)	11 (15.9)	177 (84.3)	33 (15.7)
Magazines	28 (42.4)	38 (57.6)	29 (38.7)	46 (61.3)	25 (36.2)	44 (63.8)	82 (39.0)	128 (61.0)
Journals	52 (78.8)	14 (21.2)	59 (78.7)	16 (21.3)	42 (60.9)	27 (39.1)	153 (72.9)	57 (27.1)
Reference books	61 (92.4)	5 (07.6)	66 (88.0)	9 (12.0)	58 (84.1)	11 (15.9)	185 (88.1)	31 (14.8)
Dictionaries	43 (65.2)	23 (34.8)	32 (42.7)	43 (57.3)	36 (52.2)	33 (47.8)	111 (52.9)	99 (47.1)
Directories	21 (31.8)	45 (68.2)	11 (14.7)	64 (85.3)	20 (29.0)	49 (71.0)	52 (24.8)	158 (75.2)
Encyclopedias	19 (28.8)	47 (71.2)	16 (21.3)	59 (78.7)	11 (15.9)	58 (84.1)	46 (21.9)	164 (78.1)
Year books	6 (09.1)	60 (90.9)	11 (14.7)	64 (85.3)	6 (08.7)	61 (88.4)	23 (11.0)	185 (88.1)
Fictions	5 (07.6)	61 (92.4)	16 (21.3)	59 (78.7)	1 (01.4)	68 (98.6)	22 (10.4)	188 (89.5)

1-Satisfied 2-Dissatisfied (Parentheses indicated percentages)

It is clear from the Table-6 that 88.1% of the respondents are satisfied with the reference books followed by 84.3% with text books and 89.5% mentioned that they are dissatisfied with the fictions.

It is evident from the Table that most of the IT respondents (92.4%) mentioned that they are satisfied with the reference books followed by fictions 7.6%. Most of EEE respondents (88.0%) mentioned that they are satisfied with the reference books followed by 14.7% with directories and year books. Equal number of the ECE respondents 84.1% mentioned that they are satisfied with the text books and reference books followed by 1.4% with fictions. It can be concluded that most of the respondents satisfied with the reference books.

**TABLE - 7: OPINION ON THE LIBRARY FACILITIES** 

TABLE 7: OF INFORM ON THE EIGHART FACILITIES											
Facilities	IT (N=66)		EEE (N=75	)	ECE (N=69)		Total (N=210)				
	1	2	1	2	1	2	1	2			
Furniture	59 (89.4)	7 (10.6)	67 (89.3)	8 (10.7)	62 (89.9)	7 (10.1)	187 (89.0)	23 (11.0)			
Drinking water	62 (93.9)	4	67	8	51	18	180	30			
		(6.1)	(89.3)	(10.7)	(73.9)	(26.1)	(85.7)	(14.3)			
Toilets	60	6	69	6	61	8	190	20			
	(90.9)	(9.1)	(92.0)	(8.0)	(88.4)	(11.6)	(90.5)	(9.5)			
Ventilation and lighting	51	15	68	7	67	2	186	24			
	(77.3)	(22.7)	(90.7)	(9.3)	(97.1)	(2.9)	(88.6)	(11.4)			
Reading room	64	2	70	5	69	0	203	7			
	(97.0)	(3.0)	(93.3)	(6.7)	(100)	(0.0)	(96.7)	(3.3)			

1-Sufficient 2-Not sufficient (Parentheses indicated percentages)

It can be observed from that Table-7 that majority of the respondents (96.7%) expressed that the reading room is sufficient followed by 90.5% toilets, 89.0% furniture, 88.6% ventilation and lighting and 85.7% with drinking water. It can be concluded that majority of the respondents are satisfied with the reading room.

TABLE - 8: AWARENESS ON THE LIBRARY SERVICES

Facilities	IT (N=6	IT (N=66)		EEE (N=75) ECE (N:			Total (N=210)				
	Yes	No	Yes	No	Yes	No	Yes	No			
Arrangement	55	11	66	9	65	4	186	24			
	(83.3)	(16.7)	(88.0)	(12.0)	(94.2)	(5.8)	(88.6)	(11.4)			
Maintenance	59	7	58	17	59	10	176	34			
	(89.4)	(10.6)	(77.3)	(22.7)	(85.5)	(14.5)	(83.8)	(16.2)			
Reference service	58	8	66	9	60	9	184	26			
	(87.9)	(12.1)	(88.0)	(12.0)	(87.0)	(13.0)	(87.6)	(12.4)			
Reprography service	5	61	5	70	1	68	11	199			
	(7.6)	(92.4)	(6.7)	(93.3)	(1.4)	(98.6)	(5.2)	(94.8)			
Inter library loan	1	65	0	75	2	67	4	206			
	(1.5)	(98.5)	(0.0)	(100)	(2.9)	(97.1)	(1.9)	(98.1)			

(Parentheses indicated percentages)

It is evident from the Table 8, that most of the respondents (88.6%) mentioned that they are aware of arrangement, followed by 87.6% reference service and 83.8% with maintenance. It can be concluded that most of the respondents are having awareness on arrangement.

TABLE - 9: SATISFACTION WITH THE LIBRARY SERVICES

Facilities								
	IT (N=66)		EEE(N=75)		ECE (N=69)		Total (N=210)	
	1	2	1	2	1	2	1	2
Arrangement	36	30	61	17	59	10	166	44
	(54.5)	(45.5)	(81.3)	(22.7)	(85.5)	(14.5)	(79.0)	(21.0)
Maintenance	51	15	50	25	43	26	155	55
	(77.3)	(22.7)	(66.7)	(33.3)	(62.3)	(37.7)	(73.8)	(26.2)
Reference service	56	11	48	27	58	11	182	28
	(84.8)	(16.7)	(64.0)	(36.0)	(84.1)	(15.9)	(86.7)	(13.3)
Reprography service	2	64	2	73	0	69	13	197
	(3.0)	(97.0)	(2.7)	(97.3)	(0.0)	(100)	(6.2)	(93.8)
Inter library loan	0	66	0	75	1	68	1	209
	(0.0)	(100)	(0.0)	(100)	(1.4)	(98.6)	(0.5)	(99.5)

1.Satisfied 2.Dissatisifed (Parentheses indicated percentages)

It is evident from Table-9 that majority of the respondents (86.7%) mentioned that they are satisfied with the reference service, followed by 79.0% with arrangement. It can be concluded that majority of the respondents are satisfied with the reference service.

TABLE – 10: AVAILABILITY OF INTERNET FACILITY IN THE LIBRARY	<b>TΔRIF – 10</b>	VAILABILITY OF INTERNET FACILITY IN THE LIBE	ZΔRY
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Facility	Branch wise Respondents							Total		
	IT (N	=66)	EEE(N=75)		ECE (	(N=69)	(N=210)			
	No	%	No	%	No	%	No	%		
Yes	3	4.5	5	6.7	2	2.9	10	4.7		
No	63	95.5	70	93.3	67	97.1	200	95.3		

It is evident from Table-10 that majority of the respondents (95.3%) mentioned that there is no internet facility in the library, and 4.7% of the respondents mentioned that there is internet facility in the library. It can be concluded that majority of the respondents mentioned that there is no internet connectivity in the library.

TABLE - 11: OPINIONS ON PROVISION OF ORIENTATION PROGRAMME

Orientation	Bran	ch wise	Total					
	IT (N=66)		EEE(N=75)		ECE (N=69)		(N=210)	
	No	%	No	%	No	%	No	%
Yes	64	97.0	71	94.7	62	89.9	197	93.8
No	2	3.0	4	5.3	7	10.1	13	6.2

It is evident from the above Table-11 that majority of the respondents (93.8%) expressed that orientation is required for utilization of sources and services, while the remaining respondents (6.2%) opined negatively. It can be concluded that majority of the respondents expressed that orientation is required for effective utilization of sources and services.

**TABLE -12 METHOD OF ORIENTATION** 

Response	Branch wise Respondents							Total	
	IT (N=66)		EEE(N=75)		ECE (N=69)		(N=210)		
	No	%	No	%	No	%	No	%	
Lecture method	54	81.8	69	92.0	56	81.2	179	85.2	
Library tour	8	12.1	2	2.7	8	11.6	18	8.6	
Library guides	4	6.1	4	5.3	5	7.2	13	6.2	

It is evident from Table-12 that majority of the respondents (85.2%) mentioned that among the methods of orientation the lecture method is suitable, followed by library tour (8.6%) and library guides (6.2%). It can be concluded that majority of the respondents felt that the lecture method is suiTable among the methods of orientation.

TABLE - 13: FREQUENCY OF TAKING ASSISTANCE FROM THE LIBRARY STAFF

Library staff	Bran	ch wise	Total					
	IT (N=66)		EEE(N=75)		ECE (N=69)		(N=210)	
	No	%	No	%	No	%	No	%
Frequently	58	87.9	69	92.0	61	88.4	188	89.5
Rarely	5	7.6	5	6.7	4	5.8	14	6.7
Never	3	4.4	1	1.3	4	5.8	8	3.8

It is evident from Table-13 that majority of the respondents (89.5%) mentioned that they have taken assistance from the library staff frequently, rarely (6.7%) and never (3.8%). It can be concluded that majority of the respondents have taken assistance from the library staff frequently.

## **FINDINGS**

- Most of the respondents (49.0%) mentioned that they are visiting library daily.
- Majority of the respondents (42.0%) mentioned that they are visiting library for to borrow books.
- > 87.1% of the respondents (96.7%) are satisfied regarding the existing working hours.
- Majority of the respondents (75.2%) mentioned that they are aware of reference books.
- Majority of the respondents (88.1%) mentioned that they are satisfied with reference books.
- Majority of the respondents are satisfied with the reading room.
- Most of the respondents (88.6%) mentioned that they are awareness of arrangement.
- Majority of the respondents (86.7%) mentioned that they are satisfied with the reference service.
- Majority of the respondents (95.3%) mentioned that there is no internet facility in the library.
- > Majority of the respondents (93.8%) expressed that orientation is required for utilization of sources and services.
- Majority of the respondents (85.2%) mentioned that among the methods of orientation the lecture method is suiTable.
- Majority of the respondents (89.5%) mentioned that they have taken assistance from the library staff frequently.

## **RECOMMENDATIONS**

The following are the recommendations made by the investigator on the basis of analysis of responses of users and on the basis of their suggestions.

- > As majority of the respondents visit the library daily to consult recommenced books, the library has to acquire more number of text books recommended by the committee to meet the information demands of the respondents.
- > Library staff must have concern as majority of the respondents prefer to take assistance from them; orientation programmes are to be conducted to make best use of the library.
- > Though most of the respondents expressed their satisfaction regard the facilities available the opinions of the dissatisfied users must also be taken into consideration and prepare measures are to be taken to improve the situation

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