

CONTENTS OF UNIVERSITY LIBRARY WEBSITES OF CENTRAL UNIVERSITIES OF INDIA: AN ANALYSIS

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Abstract

A website is a key tool for information and for academic purpose, it considered as prime importance for pioneer information and awareness. The Central University library is the center and focused organization of each state. So this paper discusses a significant approach of library information available on the university website. Libraries in general, being a public service institution, it becomes necessary that they have more and more information in the public access through websites. Data description covered 45 central University Libraries website of India. The analysis found that detail available on the websites express various aspects of library information.

Keywords: Academic Library, Content analysis, Library website. Central University library.

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INTRODUCTION

Advertising and marketing is a journey of product from darkness to light (unknown to known). This is a management technique of making invisible things visible. Marketing is basically a technique of business organizations, however, the non-profit organization like library and information centers also apply this technique to make libraries, their resources and services more visible. Development of ICT based environment makes possible to provide information in various forms as today's users required. The World Wide Web (WWW) technologies formed new and extraordinary circumstances to governments, Industries, educational institutions, and individuals enabling them to webcast any information using ICT tools. The World Wide Web (WWW) can provide information about anything, anyone, and anywhere. It seems that everyone is on the WWW, any such point initiate first from the WWW for basic information. Web sites, particularly library's website have changed the impression of "traditional" and scholarly visits to physical libraries with modern aged virtual libraries on desktop access to library resources and services available. The internet has provided a challenge as well opportunity to library and information manager. The web technology is a key in supporting effective marketing and can be used by libraries to increase visibility, to raise levels of information literacy and to deliver a personalized service that anticipate the current and future need of the users. Web technology offer arrange of tool for marketing including websites, email, RSS, SMS, blogs, wikis, webcasts and social networking sites. Today's libraries are very fast making their presence on the web. The library website continues to evolve as a gateway for providing web-based library services to patrons. The development of library websites started in the 1990. As soon as Mosaic, the world's first web browser was released in 1993 academic health science libraries began developing websites. Libraries can use the websites to provide services, to market services or as a part of the marketing process. Using the website to publish library tool is an effective strategy in spreading awareness about resources in modern environment society.

CENTRAL UNIVERSITIES IN INDIA

A Central University in India is established by Act of Parliament under the purview of the Department of Higher Education in the Union Human Resource Development Ministry. In general, universities in India are recognized by the University Grants Commission (UGC), which

draws its power from the University Grants Commission Act, 1956. In addition, 15 Professional Councils are established, controlling different aspects of accreditation and coordination. Central universities, in addition, are covered by the Central Universities Act, 2009, which regulates their purpose, powers governance etc.⁴ The Government of India is responsible for arranging, allocating and distributing financial resources required by the University Grants Commission (UGC) for the establishment of central universities in India. Currently there are 45 central universities in India (Table no.8). Improving the quality and access of higher education and research in India have become all the more important keeping in view the growing needs for qualified human resources in various sectors of the economy. Therefore, it can be hoped that there would be more central universities in India in the near future¹. The Central Government has also been empowered by a Special Act of the Constitution to maintain a particular standard conducive to the educational health of the country. The Central Government lays special emphasis on research and development carried out in technical as well as other institutions. The President of India acts as the 'Visitor' for all the Central Universities. The President has the power to nominate a few members to the Executive Committee/Board of Management/Court/Selection Committees of the University in terms of the various statutes and provisions laid down in the University Act. The Ministry of Human Resources and Development (MHRD) assists the President of India in the appointment of Vice Chancellors, Court Nominees, and Selection Committee Nominees. This study covers all the central universities listed in the University Grant Commission website, including states and Union Territories central Universities. The distribution of a number of central universities by states and Union territory with their library URLs detail display in Table No.8 Majority all the Indian States and Union Territories has established at least one central university. While Uttar Pradesh and Delhi have the maximum of five central universities, Telangana has three followed by Assam, Bihar, Jammu & Kashmir, Madhya Pradesh, Manipur and Tamil Nadu have two central University.

LITERATURE REVIEW

There are many interesting studies on web based analysis Brower (2004)² presented an analysis study on health science academic libraries websites navigation on forty one library website by using the navigation tools. Babu, Ramesh and other (2010)¹ discuss about webometrics analysis and measuring aspects of central University of India by using Alta vista data collecting tool and

examine web impact factor. Haneef and Venugopal (2010)⁶ presented paper on contents analysis of 28 national library websites in Asia by using a different checklist of necessary information about the Library. Kannappanavar and others (2011)⁵ discuss a paper on Content Analysis of Engineering College Library Websites, discuss about engineering education in India and discuss different level of library information of the website. Pareek and Gupta (2013)⁷ discuss a paper of Academic Library Websites in Rajasthan: an analysis of the Content. The paper web-based survey was conducted to locate and evaluate the contents of web sites. Patel Sandip and Poluru Lalitha (2013)⁸ contributed a chapter on analysis of Application of Web 2.0 Tools in University Libraries of Gujarat This study focused on the application of Web 2.0 tools for providing information services in the university Libraries of Gujarat. In order to develop 24 X 7 libraries discuss about as RSS is the major Web 2.0 tools that are in application, whereas blogs, Facebook, Google docs, instant messaging, podcasts, twitter and YouTube are few other tools that are in use.

RESEARCH DESIGN

Objectives

- How visible are libraries to their users on University website.
- What information is provided regarding libraries on University website.
- How design a scale for content awareness evaluation for central university library websites of India.
- To measure the aesthetic value, accuracy, navigation, currency, accessibility and user friendliness.
- To find out the services and facilities provided on the central university library websites of India.
- To analyze the contents of central university library websites of India.
- To suggest measures for improvement of library websites of central university library websites of India.

Scope of the study

Forty five central universities libraries of India are selected for this study. List of the University derived from University Grant Commission.

Methodology

In this study data gathered from the websites of central university library of India. An initial phase starting with prepared a list of central universities which covered 25 states and 2 territories of India. Information was collected through searching and browsing the web. Data is gathered through preparing checklist for the study, its included different criteria like collection, links, services, application of web 2.0 tools and web 2.0 services in this study selected all the central university library websites in India. All the university library websites are in English language. The entire library websites carefully scanned and analyzed based on a checklist during the months of January-February 2015. All the data analyzed with the help of Microsoft using excel and word documents.

ANALYSIS OF DATA

Table No. 1
General Information

General	Yes	No	% (Yes)
History	32	13	71.11 %
Introduction	36	09	80 %
Mission	17	28	37.77 %
Location	16	29	35.55 %
Sitemap	09	36	20 %
Date of update	14	31	31.11 %
Copy Right	25	20	55.55 %
Contact	31	14	68.88 %
Feedback	13	32	28.88 %

FigureNo.1
General Information

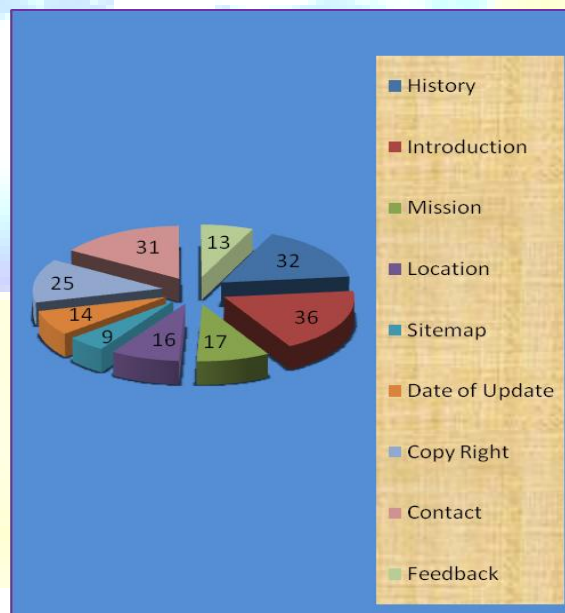


Table 1 clearly reflects that in all central university library web sites (45) maximum contents shown as an introduction of the library about (80%) followed by History of the library(71.11%), Contact information (68.88%), Copyright information (55.55%), Mission(37.77 %), Location information (35.55%), and less number of library web pages mentioned sitemap(20%) on their websites.

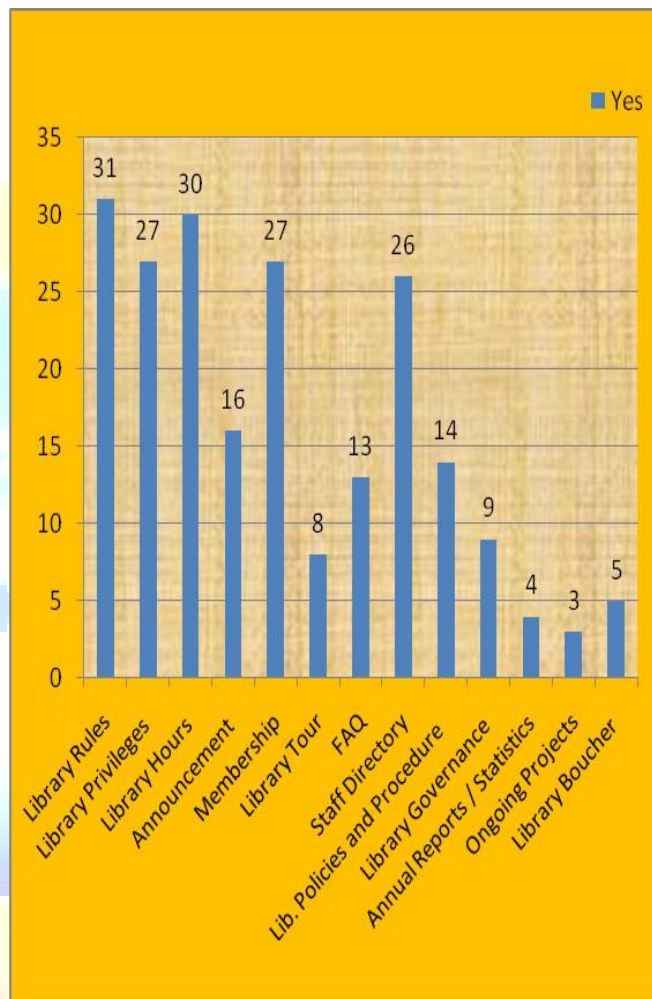
Table No.2

General Rules and Membership Information

General Rules and Membership Information	Yes	No	% (Yes)
Library Rules	31	14	68.88 %
Library Privileges	27	18	60%
Library Hours	30	15	66.66 %
Announcement	16	29	35.55 %
Membership	27	18	60%
Library Tour	08	37	17.77 %
FAQ	13	32	28.88 %
Staff Directory	26	19	57.77 %
Lib. Policies and Procedure	14	31	31.11 %
Library Governance	09	36	20 %
Annual Reports / Statistics	04	41	8.88 %
Ongoing Projects	03	42	6.66 %
Library Boucher	05	40	11.11 %

Figure No.2

General Rules and Membership Information



The study shows that there are total 31 library websites of central universities of India maximum reflected library rules (68.88%) in the library websites followed by library hours (66.66 %) and then Library privileges along with Membership information (60%) each. minimum information about Annual Reports /Statistics and Ongoing Projects of the library.

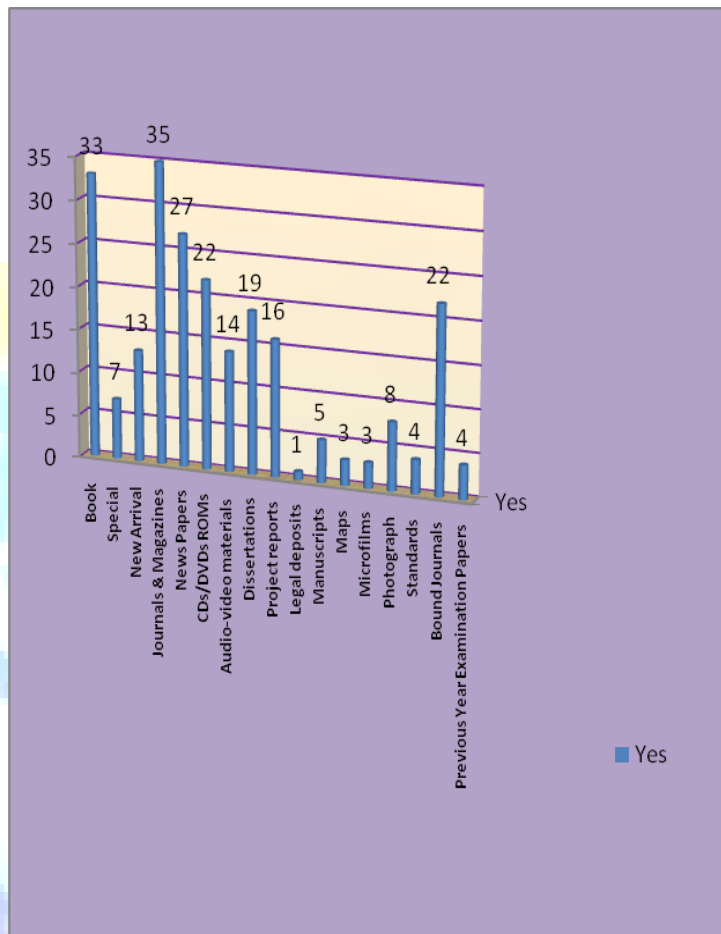
Table No. 3

Library Collection Information

Library Collection Information	Yes	No	% (Yes)
Book	33	12	73.33%
Special	07	38	15.55%
New Arrival	13	32	28.88%
Journals & Magazines	35	10	77.77%
News Papers	27	18	60%
CDs/DVDs ROMs	22	23	48.88%
Audio-video materials	14	31	31.11%
Dissertations	19	26	42.22%
Project reports	16	29	35.55%
Legal deposits	01	44	2.22%
Manuscripts	05	40	11.11%
Maps	03	42	6.66%
Microfilms	03	42	6.66%
Photograph	08	37	17.77%
Standards	04	41	8.88%
Bound Journals	22	23	48.88%
Previous Year Examination Papers	04	41	8.88%

Figure No.3

Library Collection Information



The library collection is an important part of the library. Consequently, it is essential that every library website must contain information concerning their collection, including different types of materials such as books, special collection audio-visual materials, CDs, DVDs, and reports. The table shows the information about the collection of the libraries of the central university of India as display in their websites.

The table information indicates that 77.77 percent websites provide information on journals & Magazines, followed by books with 73 percent information. More than 60 percent library websites provided information on newspapers, 42.22% dissertations and 35.55% project reports. It is also observed that nearly 7 to 8 % percent libraries are providing information on collection of microfilms, maps, a collection on standards and previous year examination papers. Minimum libraries only 2.22 % provide information on collection of legal deposits.

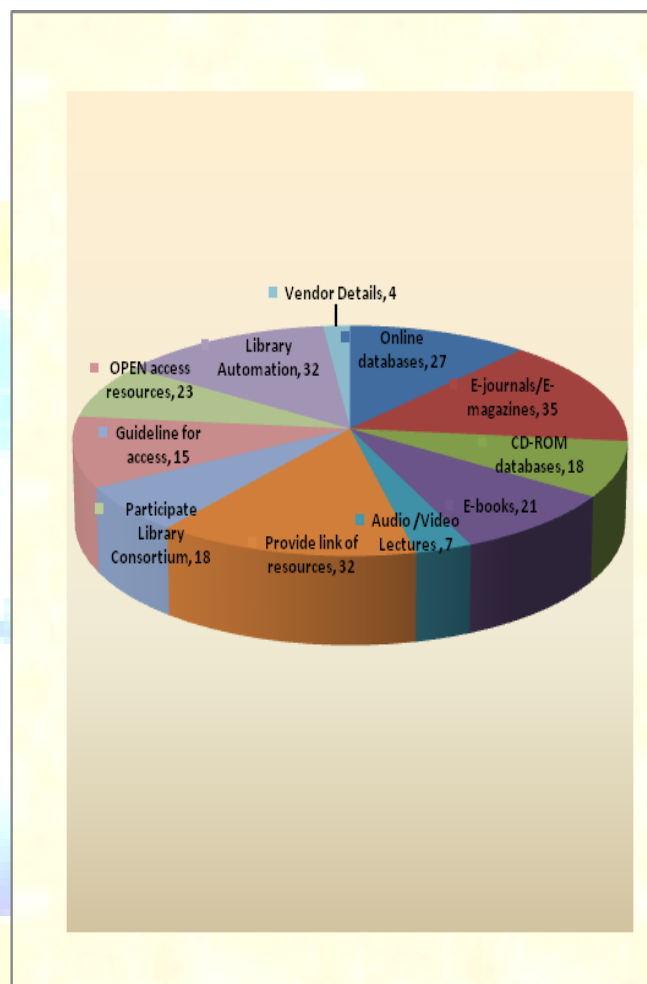
Table No.4

Non book materials / e-resources facilities

Non book materials / e-resources facilities	Yes	No	% (Yes)
Online databases	27	18	60%
E-journals/E-magazines	35	10	77.77%
CD-ROM databases	18	27	40%
E-books	21	24	46.66%
Audio /Video Lectures	07	38	15.55%
Provide link of resources	32	13	71.11%
Guideline for access	15	30	33.33%
OPEN access resources	23	22	51.11%
Participate Library Consortium	18	27	40%
Library Automation	32	14	71.11%
Vendor Details	04	41	8.88%

Figure No.4

Non book materials / e-resources facilities

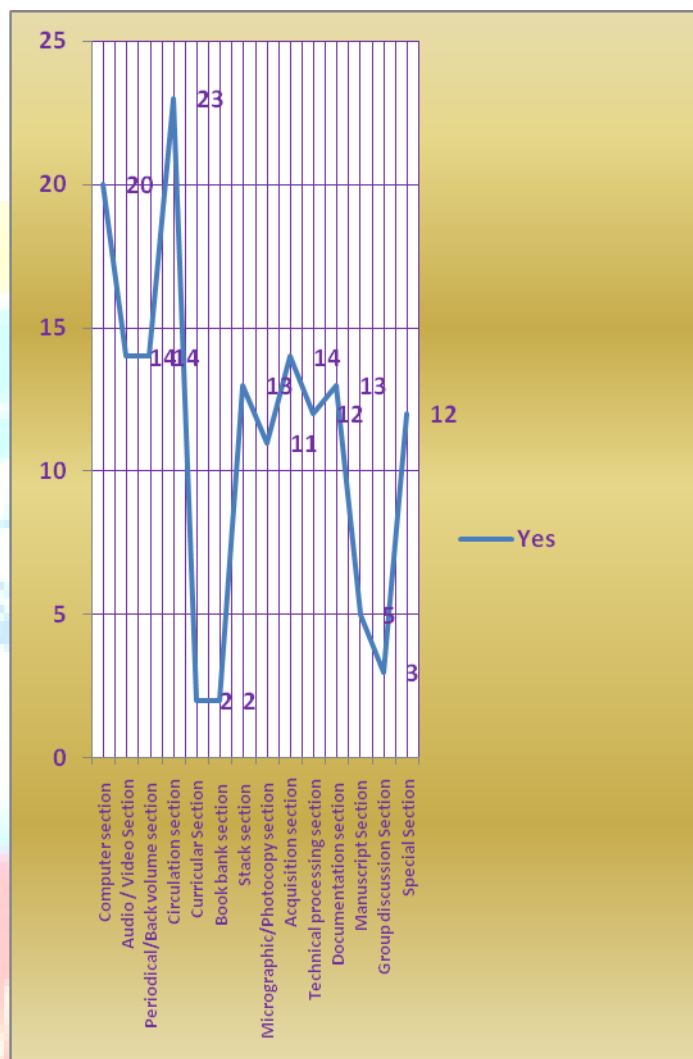


To be important that the library websites must include non-book materials and e-resources, including e-journals, online databases, e-books, audio-video lectures, different electronics resources links, details of automation, etc. It is relevant that more numbers, i.e. E-journals / e-magazines links are provided by near about 78 percent of the libraries. This table depicts that central university libraries websites of India provides maximum numbers of link to e-journals / e-magazines to their website very less numbers about 9 percent libraries provides links of vendor details and audio-video lectures links (15 percent) to their websites

Table No.5
Different Sections

Different Sections	Yes	No	% (Yes)
Computer section	20	25	44.44%
Audio / Video Section	14	31	31.11%
Periodical/Back volume section	14	31	31.11%
Circulation section	23	22	51.11%
Curricular Section	02	43	4.44%
Book bank section	02	43	4.44%
Stack section	13	32	28.88%
Micrographic/ Photocopy section	11	34	24.44%
Acquisition section	14	31	31.11%
Technical processing section	12	33	26.66%
Documentation section	13	32	28.88%
Manuscript Section	05	40	11.11%
Group discussion Section	03	42	6.66%
Special Section	12	33	26.66%

Figure No.5
Different Sections



This table indicates information on different types of library sections in their websites it is found that good numbers of (51 per cent) libraries provides information on circulation section, computer section (44 percent), 31 per cent libraries websites give details of the audio/video section, periodical/back volume section, acquisition section. Very few library websites about (4 to 6 percent) provides information of curricular section, book bank section, group discussion section.

Table No.6

Library services Technical services

Library services Technical services	Yes	No	% (Yes)
Internet access services	31	14	68.88%
Photocopying service	26	19	57.77%
Reference services	28	17	62.22%
Issue-return	34	11	75.55%
Reading room	31	14	68.88%
Bibliography services	14	31	31.11%
OPAC	29	16	64.44%
Book bank services	04	41	8.88%
Inter library loan	19	26	42.22%
Information search request	14	31	31.11%
Renew material	15	30	33.33%
Reference queries "Ask a librarian"	13	32	28.88%
User Guide of classification	03	42	6.66%
Material reservation	13	32	28.88%
Purchase suggestions	10	35	22.22%
Indexing services	07	38	15.55%
Translation service	02	43	4.44%
Previous Year Examination Papers	04	41	8.88%
Orientation	13	32	28.88%
User education	14	31	31.11%

Figure No.6

Library services Technical services

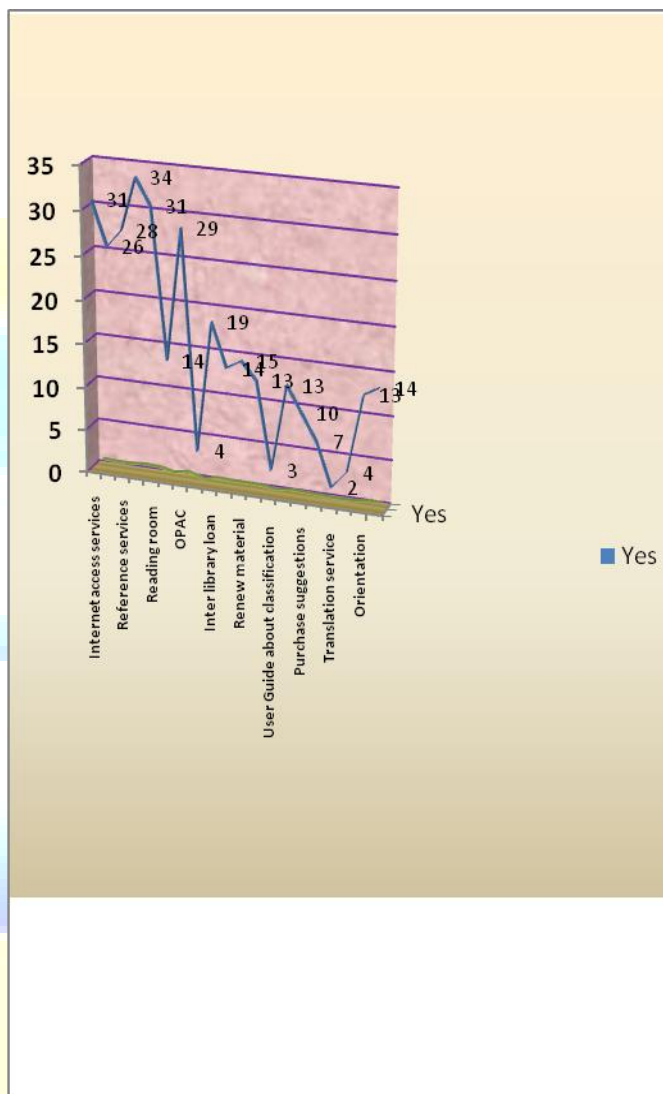


Table no. 6 indicates different types of library services provided by the central university libraries show through their websites. From this it is found that a good number (75.55 per cent) library provides information about issue –return services followed by Internet access services and reading room services 68 percent each. Minimum information on library services given near by 5 per cent on Translation service and User Guide about classification by the central university library websites of India.

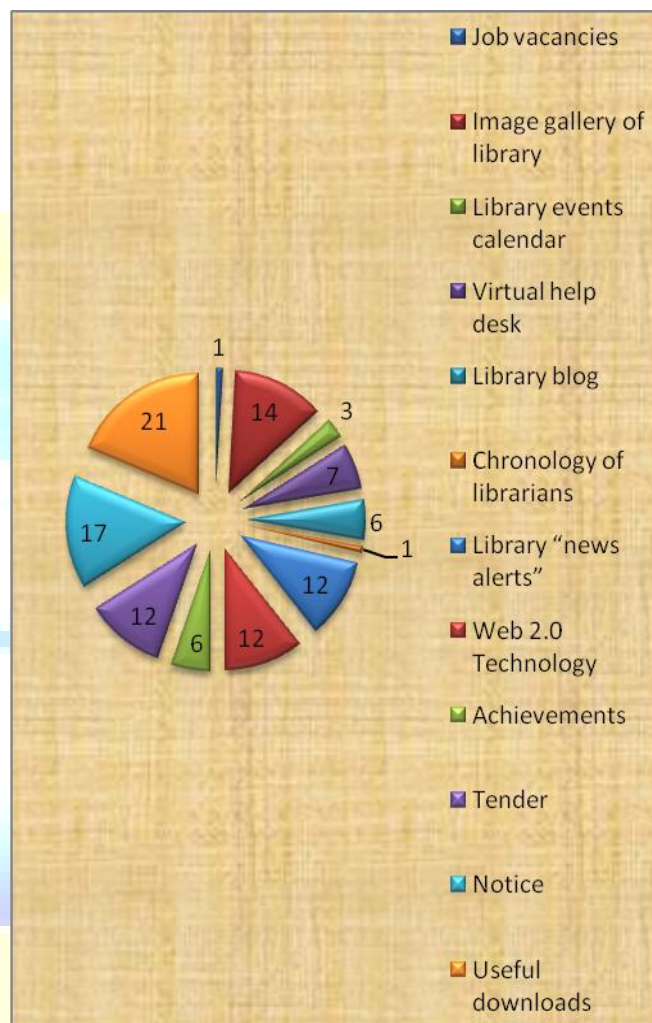
Table No.7

Value added Information and Services

Value added Information and Services	Yes	No	% (Yes)
Job vacancies	01	44	2.22%
Image gallery of library	14	31	31.11%
Library events calendar	03	42	6.66%
Virtual help desk	07	38	15.55%
Library blog	06	39	13.33%
Chronology of librarians	01	44	2.22%
Library “news alerts”	12	33	26.66%
Other Web 2.0 Technology	12	33	26.66%
Achievements	06	39	13.33%
Tender	12	33	26.66%
Notice	17	28	37.77%
Useful downloads	21	24	46.66%

Figure No.7

Value added Information and Services



The majority of central university library websites gives details on useful downloads (46.66 per cent) in their websites followed by (37.77 percent) libraries provides information about various notices and very less library websites give details of job vacancies on their websites of central university library in India.

Table No.8

List of information given on web by Central Universities

Sr. No.	Name of University	Website of University	Total	%
1	Jawaharlal Nehru University	http://www.jnu.ac.in	104	98
2	Indira Gandhi National Open University	http://www.ignou.ac.in	79	75
3	Banaras Hindu University	http://www.bhu.ac.in	73	69
4	Jamia Millia Islamia	http://www.jmi.nic.in	71	67
5	University of Delhi	http://www.du.ac.in	71	67
6	Aligarh Muslim University	http://www.amu.ac.in	69	65
7	South Asian University	http://www.southasianuniversity.org	67	63
8	North Eastern Hill University	http://www.nehu.ac.in	62	58
9	Central University of Punjab	http://www.centralunipunjab.com	53	50
10	Pondicherry University	http://www.pondiuni.edu.in	52	49
11	Babasaheb Bhimrao Ambedkar University	http://www.bbau.ac.in	47	44
12	University of Allahabad	http://www.alldunivpio.org	45	42
13	University of Hyderabad	http://www.uohyd.ac.in	45	42
14	Tezpur University	http://www.tezu.ernet.in	43	41
15	Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya	http://www.hindivishwa.org/	43	41
16	Maulana Azad National Urdu University	http://www.manuu.ac.in	42	40
17	Central University of Gujarat	http://www.cug.ac.in	40	38
18	Central University of Orissa	http://www.cuo.ac.in	38	36
19	Sikkim University	http://www.sikkimuniversity.in	37	35
20	Central university of Tamil Nadu	http://www.tiruvarur.in.nic.in/cutn/	36	34
21	Visva Bharati	http://www.visva-bharati.ac.in	36	34
22	Central University of Bihar	http://www.cub.ac.in	36	34
23	Central University of Kerala	http://www.cukerala.ac.in	33	31
24	Central University of Kashmir	http://www.cukashmir.ac.in	32	30
25	Dr. Harisingh Gour Vishwavidyalaya	http://www.dhsgsu.ac.in	32	30
26	Tripura University	http://www.tripurauniv.in	31	29
27	English & Foreign Languages University	http://www.efluniversity.ac.in	31	29
28	Manipur University	http://www.manipuruniv.ac.in	26	25
29	Mizoram University	http://www.mzu.edu.in	26	25
30	Central University of Haryana	http://www.cuh.ac.in	22	21
31	Assam University	http://www.aus.ac.in/	21	20
32	Guru Ghasidas Vishwavidyalaya	http://www.ggu.ac.in	18	17

33	Hemwati Nandan Bahuguna Garhwal University	http://www.hnbgu.ac.in	16	15
34	Central Agricultural University	http://www.cau.org.in	14	13
35	Nagaland University	http://www.nagauniv.org.in/	14	13
36	The Indira Gandhi National Tribal University	http://igntu.nic.in	12	11
37	Central University of Rajasthan	http://www.curaj.ac.in	12	11
38	Indian Maritime University	http://www.imu.tn.nic.in	12	11
39	Central University of Jammu	http://www.cujammu.in	6	6
40	Central University of Himachal Pradesh	http://www.cuhimachal.ac.in	5	5
41	Nalanda University	http://www.nalandauniv.edu.in	4	4
42	Central University of Karnataka	http://www.cuk.ac.in	4	4
43	Rajiv Gandhi University	http://www.rgu.ac.in	1	1
44	Central University of Jharkhand	http://www.cuj.ac.in	1	1
45	Rajiv Gandhi National Aviation University	URL Not Available	0	0

DISCUSSION

This paper provides a useful preview of the contents and design of central university library websites of India. The central university libraries have a web occurrence and various levels of services; there is huge scope for improving the websites. Most of the users visit the best and well rated sites in the world. If a central university library website is more eye-catching and useful, it can easily capture the notice of library users.

Web-based library services will grow to be more extensive and refined as the web becomes regular place all the way through the world, and to be booming players in the e-world. Libraries are required to maintain to address the web design and accomplishment issues. As we dynamically reassign library services, our central object remains the same, to provide and train users to find, evaluate, and apply information effectively. The librarians should be proficient to hold the hands of the users who are moving towards new communication pattern a transfer from face to face human contact to human machine interface, from paper to electronic, from text centered approach to multimedia and from physical existence to virtual. To face up the challenges, the librarians may take part in a leadership position in providing enhanced web-based library services and facilities to their present techno savvy users.³

Findings indicate that many of the central university libraries are yet to develop with full prospective of the web and constantly extend a valuable web-based information literacy programs to endow with a high grade of interactivity and flexibility to boost the use of web-based library services they put forward to the users.

CONCLUSION

This paper gives an informative preview of the contents and design of central university library websites of India. The technology changes the shapes day in and day out. In order to remain relevant and respond adequately to the changing needs of the users, the library and information manager need to constantly look for new ways to acquire, deliver and make their information and services accessible. With the use of Web 2.0 tools, such as blogs, wikis, social networking sites and RSS feeds, libraries can offer a more customer driven, socially rich, qualitative and real time services in the virtual world. Therefore, library & information managers have to incorporate all these facilities in the library websites and such sites can be termed as library website 2.0. In Web based environment, use of social networking sites and relevant advance application search system are necessary such as facebook, twitter, RSS, blogger, you tube, android for universal identification but very few library webpage indicate their services in this concern.

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