

Innovations in library services at Jaipuria Institute of Management (India): A case study

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ABSTRACT

The library played a pivotal role in standardizing the learning and teaching process in the institute when private B-Schools (Business and Management Institutions) are facing challenges of their existence in higher education. The present paper is a case study of Jaipuria Institute of Management, Noida (India) which brought a dynamic library system in the campus to serve information needs of end user. The Jaipuria, Noida library has been extending not only the innovative services by using state-of-the-art-technology and but also giving vital importance to basic services of a library. The library groomed with systematic planning and execution in series of events and projects. In the case study, the growth of library and various innovations brought into use are being discussed. The paper also presents that how a library was setup, converted into a good library and transformed into an active library.

Keywords: Librarianship; Best library practices; Student centric libraries

INTRODUCTION

The history of management education in India can be traced back when a Commerce School of Pichhiappa in Chennai was established by the British government. The Sydenham College was the first graduate level B-School established in Mumbai during 1913. Shri Ram College of Commerce was founded in 1920 at Delhi. Just after Independence, in the very beginning, the government also encouraged establishment of private funded institutes that paved the way to Xavier's Labour Relations Institute (XLRI) as one of the first privately funded institutes founded in 1949 at Jamshedpur. The mushrooming of B-Schools was started in the second half of twentieth century with establishment of Indian Institute of Management at Calcutta (1961), Ahmedabad (1962) and, Bangalore (1971) etc. In the year 1981 the number of B-Schools was gone to 118, although keeping proper planning and coordinated development in technical (Management and Engineering) education in view, the All India Council for Technical Education (AICTE) was setup in 1945. By the year 1991 the total number of B-Schools had gone up to 322. The next decade were not seen much growth only 100 B-Schools were established in whole decade, and by the end of 2010-11, with an exceptional rate of growth the number of B-Schools go up to 3844. For the last few years, especially 2007

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onwards whole world has been facing dire consequences because of an economic recession. The recession has significantly affected businesses throughout the world which consequently has impact on management education. In 2010-11 it was noticed that more than 200 b-schools were closed down and many of the major b-schools are finding difficult to attract quality students.

JAIPURIA INSTITUTE OF MANAGEMENT

The Jaipuria Group has been a long heritage of providing educational excellence to the society of India which started with establishment of Seth Anandram Jaipuria College in Calcutta in 1945. Mainly Jaipuria Group has been known as a Tycoon in Textile industries but soon they also realized to build an educated and cultured society and started it from primary level by establishing a primary school at Lucknow in 1992 under the egis of its charitable trust called 'Integral Education Society'. They also realized that good managers can take Indian industries way forward and also contribute a lot for the betterment of Indian economy in particular. In the year 1995, Integral Education Society established its first B-School campus under Jaipuria Institute of Management at Lucknow, the second campus was established in 2004 at Noida, third at Jaipur in 2006 and Indore campus come into existence in 2010. All campus were beautifully constructed and magnificently developed. With ever growing chain of B-Schools, Jaipuria Group has been established a standard by providing quality education that also aims to provide a successful and ambitious management career to young minds. The Noida campus of the Institute has been facing challenges from all sides by being in NCR region, producing a great challenge from other renowned institutions. The National Capital Region (NCR) is one of the largest metropolitan areas of the world. It is known as a hub of academic institutions. The region has seen most remarkable growth in management education by accommodating about 200 B-Schools. The growth of B-Schools brings a great competition among all institutes and also the ongoing economic recession place a great challenge to all B-schools for their survival. Presently, students have many options for obtaining management education. The Jaipuria Institute of Management reviewed the present situation and geared up for revamping each and every ingredient of teaching, learning process. The institute conducted a well framed survey of all its students (at all campuses) and stakeholders to find out the weak areas which may be strengthened soon. After analyzing the survey, lack of student centricity was observed across the campuses. Apart from taking immediate measures to improve teaching pedagogies, course structure and outlines, infrastructure, canteen, mess and other facilities, libraries were also given much attention. A serious concern was shown for developing student centric libraries throughout the campuses.

LIBRARY OF JAIPURIA INSTITUTE OF MANAGEMENT AT NOIDA

Historically, library was established in 2004 as a hub for the library and information services in the Institute. It serves as a creative and innovative player in supporting the teaching, learning, scholarship and research activities of the Institute. The library building spread over two floors and is an exceptional example of modular construction. The library is entirely devoted to the academic needs of the students and faculty. It

offers a wide range of management, business and economic subject areas through its fast growing core collection of over 15000. It is a hybrid library accommodating vast range of print and electronic resources of information. It has extended on and off campus library services to its users. Time to time, to enhance its services library conducts user surveys and interviews. The library chalked out a plan by keeping student centricity as an aim, to convert good library to an active library. The transformation started from the very beginning like improving the ambiance of the library. The pots accommodating natural flowers and plants were placed in the library which improved the natural look of the library. The walls of the library are covered with few thoughtful and well framed art designs bought from the National Art Gallery of India. The reading space was also enhanced with comfortable chairs and tables. The other following key areas were taken up for whole transformation of the library system.

1. Assessment of library collection
2. Collection Development
3. Students in library committee
4. Librarian in Faculty Council
5. Footfalls in the library
6. Use of electronic gadget
7. Recognition to frequent users
8. Identification of groups as per students' activities
9. Digital library and institutional repository
10. Extra co-curricular activities
11. Other value added services

ASSESSMENT OF LIBRARY COLLECTION (BOOKS)

Assessment of library collection was done on yearly basis. For this, reports and statistics from Library Management Software were generated and evaluated under following categories:

1. Titles never have been in use: Library staff generates the list of titles (books) which are never issued even once since accessioning.
2. Books issued below 10 times: The statistics of titles used atleast once or above (but not more than 10 times) are also compiled.
3. Books recovered the cost: As per the basic criteria, title issued one time recovers the 10% of its actual cost and title issued two times recovered 20% of the actual cost. Therefore, list of all titles were compiled and analysed which were issued 10 or above times.
4. Books on profit mode: Only books recovered the procurement cost can be included in this category. The title must have 10 checkouts multiply by number of years of existence in the library collection, e.g. Titles procured during 2004-05 (10 Years ago) – we tried to know that how many titles accessioned during 2004-05, have been issued 100 (10x11) or more times. Similarly, books procured during 2005-06 (9 Years ago) must get issued more than 90 (10x9) or more times to become on profit mode.

Table 1: Books on profit mode

Particulars	Status in 2012	Status in 2014
Titles Never have been in Use	46%	26%
Issued below 10 times	45%	57%
Books Recovered the cost	9%	17%
Books on profit mode as per usage	3%	9%

The above is a quite interesting mechanism which reflects how an active library can evaluate its sources and also it shows the quality of collection. The titles never have been in use should be at the minimum level, however, Jaipuria, Noida library is trying its best efforts to improve the quality of books being procured. The display of procured books is also being organized so that the hidden books may come into the notice of library users.

COLLECTION DEVELOPMENT

Collection is the main strength of any library and users feel attached with the library when they frequently get the books which they wanted to read. In an internal library survey conducted during 2010 about 54 per cent of the students were not satisfied with the library collection. They asked for more varieties of contents in reading. Keeping a serious concern, the library team comes up with an interesting mechanism of procuring books as per the need of students. In 2012, 15% students were not satisfied with library collection and by end of March 2014 the number of unsatisfied students is reached to 0 (Zero).

Recommendations from users: Faculty and staff can recommend titles directly from the library, whereas students also recommend titles which they wanted to read and they were also requested to comment on why they require recommended book or books in the library.

Book Exhibitions: Apart from these general recommendations from users, every month a three days book exhibition to display newly published books in key areas of the institute has been started. This monthly book display received overwhelmingly by the library users.

Annual Jaipuria Book Fair: For the last three years an Annual Jaipuria Book Fair has been organized in the campus every year. Over 50 international reputed publishers have been taking part in this annual fair. This annual fair is high in demand by library users. The faculty and students in huge number have been enjoying this book fair and recommending quality books for the library. Visitors from nearby institutes were also visit in the book fair. The books recommended by students in the exhibitions or displays are being sent to the concerned subject area faculty for confirming worth of the book in library collection and to avoid procurement of any book containing ill or cheap information.

Project to procure management classics: This was an ambitious project, the library team had identified top 50 management experts (thinkers) and compiled a list of their publications. In the process about 80% of published books were procured in the library whereas some of them were out of stock or out of print.

Book Reviews: Book reviews which are appearing in newspapers, journals and magazines are being compiled and circulated to library users, so that they may recommend useful or needed books for the library.

STUDENTS IN LIBRARY COMMITTEE

Since beginning library has an active library committee which plays an important role in all activities and services of the library. To understand information requirements of students in more effective manner they were brought into the library committee to keep student centric environment in the campus. The main objective of bringing students in the committee is to have direct opinion or perspective of students on various services. One representative from each course has been nominated by the Programme Directors as member of the library committee. After few brainstorming meetings a logo was also formed to give a unique identity to the library and marketing campaign by students to highlight library services and activities brought users closer to the library services.

LIBRARIAN IN FACULTY COUNCIL

For developing a proactive library system, the librarian is included in the Faculty Council meeting as members and observer. Various discussions over need of newly emerged subject areas in course outlines (syllabus) abreast librarians with the latest happening in new subjects and requirement of teachers to adopt new pedagogies. This helps the system to develop collection in newly emerged areas as well as information which are high in use.

FOOTFALLS IN THE LIBRARY

Today, libraries (big or small) across the world have been coping with low footfalls of readers. The library of Jaipuria Institute of Management had come up with various initiatives for improving footfalls in the library. Some of the initiatives taken up for improving footfalls in the libraries are listed below:

- Students are being treated with welcoming gesture in the library.
- More reading space was allotted (in this process whole ground floor was converted as reading hall).
- Students are allowed to have academic discussions in the library.
- Library staff is responsive on each and every query of the student.
- Started 'Special Library User' award for the students using library extensively and more constructive manner.
- Initiated informative activities and games to offer other ways of learning.

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After initiating above listed services and activities, a sea change has been observed on footfalls in the library. More depicted in the Figure 1, in which per day library visits have gone tremendously up than previous years. In the year 2011-12 average number of students' visits per day was 44 which reached to 118 visits per day in the year 2012-13 and in end of 2013-14 per day visits of students gone up to 242.

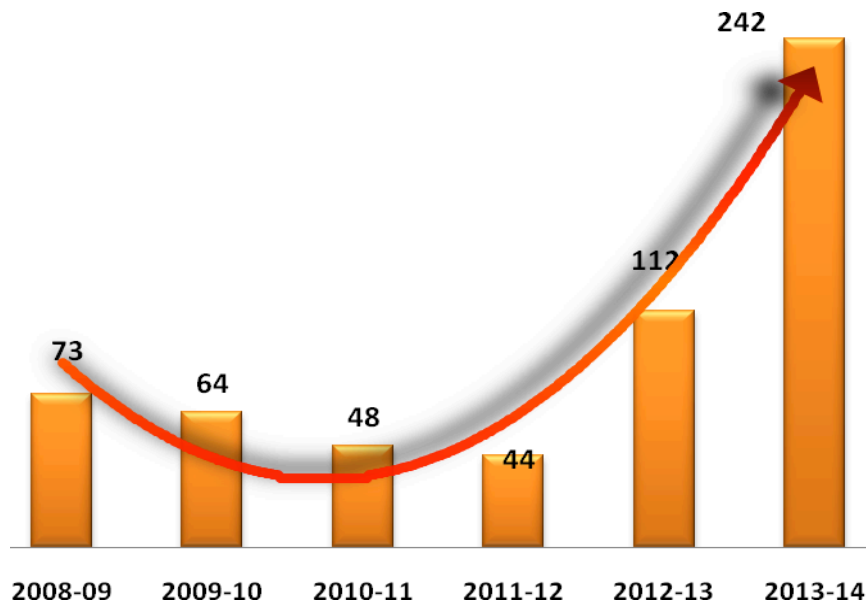


Figure 1: Average Number of Students visited library everyday

USE OF ELECTRONIC GADGET

An electronic gadget was installed in the entrance of library to record In/Out times of students. The recording of in/out timings of each individual visitor has brought new dimensions and challenges to strengthen library system. It helps in to understand following key factors about the visitors:

1. Now library team got to know who the frequent visitors of the library are. They have been requested to give valuable suggestions to make library more active and attractive in terms of services and collection of the library.
2. With the help of electronic gadget, library also got the list of students who have never stepped in the library. Library staff started meeting and interacting with students who are not visiting library to find out the obstacles or hurdles they might have been facing. It is the process to convert non-library users into library users.
3. Library also getting the list of students who are not visiting library frequently.

The whole idea for installing a gadget was to identify the frequent, moderate and non library visitors. This is again imposing a great challenge to library staff and administration to convert 'moderate library visitors' into 'frequent library users' and 'non-library visitors' to 'moderate library visitors'.

SPECIAL LIBRARY USER AWARDS

To encourage students who are using library on frequent basis a 'Special Library User Award' is constituted. Any student, who is achieving set criteria with respect to following parameters, will be awarded as 'Special Library User'. The evaluation is being done on every three months and students fulfilling minimum criterion points may be consider for final awards and two students with top points are being awarded with:

- Code of conduct in the library
- Number of visits in the library
- Number of duration spent in the library
- Usage of library resources
- Academic consideration (academic performance)

IDENTIFICATION OF GROUPS AS PER STUDENTS' ACTIVITIES

It has been a general opinion that human behavior reflects through participation in activities. Within couple of weeks a teacher also knows learning capacity or level of his/her students. In the same way, library team tried to identify and put students in different groups such as some like sports, hence they were kept in group of Sportspersons, some students are activists they kept in group of activists, some are scholar and the further kept in group of scholars. The library team then offered different privileges to different groups, e.g. Scholars are being offered 5 books for the loan period of 5 days, whereas sportsperson are being offered 3 books for 15 days.

DIGITAL LIBRARY AND INSTITUTIONAL REPOSITORY

Library maintaining a Digital Library which comprises collections of case studies, research articles and company profiles by using Greenstone Digital Library Software. It is also maintaining its website and blog.

EXTRA CO-CURRICULAR ACTIVITIES

Library started arranging various extracurricular activities, especially keeping library resources as base for the students. The activities such as collage making competition, mind games, treasure hunt, and quizzes etc. are being organized on regular basis. These are offering new methods of learning and understanding various important aspects of management and also keeping them up to date with latest happening in their respect domains.

OTHER VALUE ADDED SERVICES

Library has recently launched various value added services to keep students up to date with the latest happenings around the world in their respective areas and also about new additions in the library collection.

New arrival list: Circulating new arrivals list to faculty as well as students (Monthly basis). Library informs concerned student immediately on arrival of his/her and all others recommended documents in the library.

Book reviews: Circulating book reviews, compiled from various newspapers and magazines, to library users.

Book displays: Displaying books for 5-7 days on various topics which have been lying unused on the library stacks.

Company profiles: Preparing company profiles whenever requested by student or faculty members and circulating the same to all students.

Information Searching: Helping students and faculty in their academic and research pursuits by searching online information from available resources.

News updates: On regular basis library circulates latest happenings in the areas of management and business to all students every day.

Documentation Service: On regular basis library team compiles bibliographies of various resources available in our library and circulating the same to our all users.

News Digest: This is a fortnightly service. The library compile a booklet of important news appeared in newspapers and circulate it to all students and faculty members.

Training and Awareness Programmes: Library subscribes to few electronic resources. In the beginning of every session an orientation programme is being conducted for new students. On demand library orientation is also being given to users. The product-wise tutorials for all subscribed e-resources were created and time to time being circulated among students. The trainers of e-resources have also been called to provide useful tips and hands on practice to students as well as faculty members.

In 2012, 72% of students acknowledged the support extended by library staff in searching their needed information and the percentage has reached to 100 (100%) in the year 2014. About 39% of students were stated that they found their needed information from the library and by 2014 about 54% of students stated that they found their needed information from the library.

CONCLUSION

Library staff needs to establish a trust among its users for creating a student centric library. The Post Graduate students are not kids, the library staff is treating them as growing professional and support their on campus as well as off campus learning. Since perception about all libraries are changing and it is the responsibility of library staff to sense signal of change and modify the services accordingly. Technology is playing an important role hence all efforts are also being made to give state-of-the-art library to users. The library team has been extending information support in more personal manner which is well acknowledged by the users. The Jaipuria library at Noida campus is determinant to provide one of the best libraries of the region especially to motivate students by developing reading habits for lifelong learning. From new session, library is planning to extend its services to campus alumni as well. Now library team is working on counting 'Return On Investment' (ROI) so that weak areas and shortcomings may be found and proper measures can be taken well on time. Satisfying information needs of end user is the objective of any library, hence assessing level of satisfaction by traditional tools (surveys or counting of numbers) may not be sufficient. The library staff will use effective tools such as 'SERVQUAL' and 'LibQual' for measuring quality of library services, 'Balance Scorecard' or 'ISO 11620' for measuring performance of the library, etc. will be used to measure effectiveness of the library system and areas which require continual improvement efforts.

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