

Cost and Value of Library and Information Services: A Case Study Pandit Deendayal Petroleum University, Gandhinagar, Gujarat

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Abstract

The purpose of the study is to be examining the cost and value of the library and information services, PDPU University. This article provides a general discussion of the issues relating to costs of library and information services in the library, reviews the functional cost analysis method, and presents selected data gathered from a larger study on the costs and value of various library services. It explains and present on maintaining and supplement of e-resources services, cost of the items, cost of the journals/database, Usages of Library services and various other services are used. It is totally deals with investment for improve the value of library services. The prediction of the authors gives a contribution to the area of LIS research by assisting the researchers, librarians and professionals as a whole.

Keywords: Cost and Value, Library, Librarian, Information services, E-resources

Introduction

To say that the theme “Libraries and information centers as Profit-making Institution’s is a burning issue is stating the obvious. This is because the libraries and information’s centers were seen as conservative non profit-making organizations with traditional values and time-honored practices. But this outlook seems to be changing due to the challenge of change-social, technological, economic and political changes- On the one side and the pressure for accountability and the emergency of enterprise culture on the other.

Consequentially, the slogan on everyone’s lips has been “self sufficiency” (financially) profit making and user pays. If we invest something then we aspect return from it. Thus, it is the need of ours for libraries and libraries to think of income earning or resources/revenue generating or cost recovery activities.

Pricing of information services and products is relatively a new concept. It has not been considered seriously since library services were provided “free” but with the increased emphasis on accountability and self-sufficiency in relation to resources, it has become necessary to cost the various activities and to recover costs as much as possible (Seetharama, 1990).

So we have to calculate the value of the investment on the library & information services and find out the cost. Which we invest on library we used different methods through which we can evaluate value of our library collection & services.

Definition the value

With the downturn of American economy and subsequent worldwide recession libraries will be one of the sectors whose budgets and staff will be decreased But crisis brings not only danger of death but also opportunity . This is the time when librarians can assess their position and create some strategies for change in order to survive and possibly come out strong.

According to Mc. Donald (2002) there are three ways in order to king the value of library services, namely: measuring money saved or productivity gains in using librarians, cost-benefit analysis and total quality management.

Tefko and Kantor define “the value of a library and information service is an assessment by users (or user surrogates) of the qualities of an interaction with the service and the worth or benefits of the results of interaction, as related to the reasons for using the service.

The main idea about the valuing of library services is to know how much the library user are saving when they go to the library instead of getting the same amount of services and information from commercial establishments like the bookstores newsstands, internet café, video rental sale and movie houses, etc. In this time of financial crisis the old maxim that “money Saved” is what we will de accounting for.

Aims and objectives of the study:

The goal of the study was to address the problem of developing models and methods for studying the value and cost of library and information services the aim of the present study is to calculate the return of the cost, which is invest on the journal collection or the library of PDP, Gandhinagar, Gujarat and to find out the value of that resources. There are some aims and objectives given below.

- Determine costs associated with specific services.
- Calculating the actual total cost of the service.
- Assessing the total return (perceived value) against the actual costs.
- Calculating the financial input of users including time spend in using and travelling to the library.
- Develop methods for combining and correlating cost and value data.

- Find out (is there a) fruitful theoretical framework and approach for study of value of such services?

Statement of the problem

Value is a complex proposition, difficult to deal with in both theory and practice. It is hard to specify what is meant by value in relation to library and information services. Despite a large literature on the subject no agreement on basic concepts has emerged and no adequate theory of value for such services exists.

It is even harder to develop and apply theory, based methodologies for pragmatic collection of data.

- Should the library recovering the cost which is invested.
- Economic returns on the basis of investment.
- Qualitative and quantitative output of the library resources.
- How to develop awareness among both the staff and user about their value of services.
- What are the barriers for observance to calculate the cost of the value in journal collection of the library?
- Are the library staffs aware of the values of their libraries?
- Find out the best value among libraries.

Reviews of Literature:

Review of related literature an essential requirement for any field of research. It is the state of knowledge in a given subject or topic. The purpose of review is to allow the researcher to acquaint himself with current knowledge in the field or area in which he is going to conduct his research.

In the present investigation, therefore the investigator has reviewed the following literature available specifically on the subject relevant to the present research paper “Return on Investment.”

Paberza (2010) in his work “*To wards an assessment of public library value: Statistic on the policy maker’s agenda*”. This one is an assessment of the value of the Public library. The study gives a good picture of user information needs in Latvia, the sources they use to fulfill them and the role of public libraries within the picture especially in relation to cultural and recreational interests and public support for public libraries in terms of potential finding. A combination of quantitative and qualitative

methods was conducted for this study the main aim of the research study is know the value of the public library in society in general and at the level of the local community.

- What is the level or satisfaction with public library services?
- What is people's level of trust in public librarians in comparisons with other profession?

Liddle (1999) in his article "*Best value – the impact on libraries: practical steps in demonstrating best value*" discussed how we can achieve the best value inside a library. Value is a new concept defining for money and quality of service. We expected best value for our investment, which is applicable on library also.

Author demonstrates the principles and practicalities of the "best value" process including the four Cs. They are: challenge, is the services needed at all? Compare, involving analysis, comparison and benchmarking; consult, which requires authorities to seek dialogue with the public it services; complete which looks for partnerships and private sector involvement.

Donald (2002) in his work "*Valuing Library Services*" he discussed about different type of library and importance of value on that particular library. According to him it is very difficult to measure a library services. There is no way to quantitatively measure that what much of importance of particular information. It is very difficult to put a dollar value of that information. There are different methods discussed by author for evaluating services that attempt to put a dollar value on the tangible and intangible benefits of services and give 3 business methods used for evaluating customer service and service quality that can be applied to library services include:

- Measuring money saved or productivity gains in using librarians
- Cost-benefit analysis
- Total quality management.

Matthews (2008) in his works "*Valuing Information, Information Services, and the Library: Possibilities and Realities*". A range of issues are identified and the approaches and methodologies that have proven useful in addressing the questions of "the value of information," "valuing information services," and "valuing a library" are explored. It is suggested that the use of outcomes-based approaches resonate better with external stakeholders than the traditional use of input and output measures. Libraries are encouraged to demonstrate institutional value through the use of outcomes of institutional relevance.

Methodology

Once the problem of the research is formulated and the purpose clearly defined, the research design is finalized and the nature of data to be collected and the methods which is followed by the

researcher for data collection is finalized, then the paper and then planning work is over. After the finalization of the method of data collection the researcher goes in to action

In present study the researcher need both quantitative and qualitative data. For collecting the qualitative data a structure questionnaire filled in by the library staff and research scholar is used which contain-----.

For collecting the quantitative data researcher collect data from personal observation through visit the library and collect data from library accession register, log register, Journal truncations and Annual budget for journal resources.

Scope and Limitation

The present investigation confined its scope to “**Pandit Deendayal Petroleum University Gandhinagar, Gujarat**” So the library plays a vital role in teaching and learning process. Though this one is a technical institutes Journals/Periodicals play very important role to fulfill the information need of the library users.

The limitations have become imminent to develop worthwhile norms towards accomplishment of the study. Thus to achieve the foregoing objectives, the present study set forth the following limitations precisely enumerated as under

- The study covers only one institution Pandit Deendayal Petroleum University Gandhinagar, Gujarat of India and recognized as institutions of their importance
- The study is primarily concerned with one section that is expenditure of Library and other are excluded.

Data analysis

1. Chronology of the introduction of electronic resources in PDP, Gandhinagar Library

Table: 1

E resources	Frequently	Occasionally	Never
E books	Yes	No	No
E journal	Yes	No	No
Online database	No	Yes	No
E thesis and dissertation	No	Yes	No
E research reports/projects	No	No	Yes

Table: 1 show that the data regarding to the faculties and students of PDPU, Gandinagarlibrary used the e-resources such as E-Books and E-Journals frequently used, online database and e-thesis &Dissertation are occasionally used and e-research reports/projects are *Never* used.

2 .Direct cost items for end-user electronic reference services

Table: 2

E-resources	Cost
Electronic data base	44,00000
Online CD ROM	Single database
Leaser CD ROM	No
Purchase CD ROM	50000
Password online	No
Blocks of searches	No
Telecommunication	5000
Telephone lines	5000
Telephone calls	3000
Internet Access	4000
Equipment	30000/ every year
Computers	50000
Printers	10000
Papers	8000/per year
Printer ribbons/ Cartridges	6000/per year

Table: 2 show that the data regarding cost of the items for end users electronic reference services.

3. Cost of Journals /Database

Table: 3 show that the data regarding mode of access the journal and database and their prices.

Table: 3

S. No	Name of journals/ Database	year	Mode of access	Price
1	Science Direct	2015	Journal password	44,00,000
2	Orepa	2014-15	Pass word	500000
3	ASME	2014-15	Journal password	600000

4	ASSE	2014-15	Journal Password	600000
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4. Usage the library services

Table: 4

SI No	Library Services	Frequently	Occasionally	Never
2	Discovery tools	Yes	No	No
3	Institutional Repository	Yes	No	No
4	Photocopy services	No	Yes	No
5	Journal arrivals/ News	No	Yes	No
6	Circulation Books banks	yes	No	No
7	Internet-based Lab Facility	yes	No	No
8	Other e-resources facilities	yes	No	No

Table: 4 show that the data regarding usages of library services in the PDPU library, Gandhinaga rmost of the library services frequently used the users, Photocopy services and Journals/ news papers services are occasionally used.

5. Provide other service

Table: 5

Other services	users
Turnitin Plagiarism Check software	Yes
NPLET online courses	Yes
Library orientation	Yes
Reprographic services	Yes
References services	Yes
SC/ST books banks	Yes
Print journals facilities	Yes

Table: 5 show that the data regarding other services of provide to the PDPU library, Gandhinagar, Gujarat for users benefited.

Suggestions

1. The library management can provide the administrators of the parent institution with the data and make the data as basis for additional (or reduced) budgets.
2. That all librarians incorporate valuing of services in their annual budgets and reports of statistics of usage.
3. That the library software programmers will make it easier for the librarians to make accurate accounting of the value of the services

Conclusion

In this study totally deals with return & investment of such library & try to develop a improve method to measurement the value of library services. Library and information services play vital role in the present era in the field of education. Library is the non-profit services and information services are key product. To survive in the modern technology and digital era libraries and information service must rise of to the situation provide the right information to take right user at the right time and in require manner. A simple and transportable framework for the analysis and determination of the unit costs and Value of this profession, whether library and information services can provide more depends on the capacity of the users to demand it. Libraries services provide in the raw material for the production of knowledge. Current needs, of libraries user's require us various resources to enhance our knowledge about the ways in which we can create more value for information and information systems. This, in turn, requires that education for library and information science be continually revised in this direction.

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