

## Marketing and Public Relations in Libraries

With the changing time, librarianship is also facing change with greater and more diverse community needs, coupled with changes in technology and diverse format of resources to be made available to users. The marketing and public relations bring benefits to the users in the form of higher satisfaction in the users with high usage of resources of the library; increased value in the organisation; education of users; and changed perceptions. It also supports the reaching of organisational goals by focusing on the identification and satisfaction of users.

The development of a marketing approach and public relation definitely result in increased objectivity and responsiveness to individual needs, so it is believed that all libraries should engage in some form of marketing and promotional activity, either active or passive. The libraries need to innovate, follow-up, and involve others in promoting the library and its services, which result in successful marketing.

The concept of marketing for non-profit organisations was introduced in 1969 by Kotler and Levy and was used for non-profit making purposes but libraries in early times were reluctant to use it. Now with changing times, the concept has been very popular and is extensively practiced by the libraries not only in foreign countries but in India also. The marketing and public relations are making the libraries work for improving its services, in terms of quality as much as in forms of delivery, in order to convince users to use them, instead of turning to alternative information providers. Rowley (1995) has correctly argued in early times that the adoption of marketing could support libraries in their effort to survive in the emerging and increasingly competitive information environment and it has come true in the modern world.

This issue of the *DESIDOC Journal of Library and Information Technology (DJLIT)* has highlighted some of the issues relating to marketing and public relations in libraries. I hope that the papers by the learned authors will help in enhancing the libraries and library professionals to follow the path.

There was an overwhelming response from the contributors for the Special Issue of *DJLIT* on Marketing and Public Relations in Libraries. Among all the contributed papers, seven papers have been selected for this issue.

I am thankful to prolific writers on the topic of Marketing and Public Relations in Libraries for their contribution in this Special Issue. Prof Dinesh K Gupta has contributed with his article on 'Every thing is marketing: An analysis of functional relationships of marketing and libraries' with his excellent study showing the analysis of relationships of marketing and libraries. Dr R.K. Bhatt, Sh Amit Kumar and Md. Yusuf have contributed with the study on 'Marketing of LIS Products and Services in Select Economics Libraries in Delhi'.

Dr (Ms) Shiva Kanaujia Sukula and Dr Parveen Babbar discussed the Marketing and Building Relations in Digital Academic Library in the context of marketing of services of Central Library, Jawaharlal Nehru University, New Delhi, India. Similarly, Dr Murli Prasad presented a case study of 'Departmental Blog to Market the Library and Information Science Education' and presented an proposal to build relationship with public and professionals.

Dr Raj Kumar Bhardwaj and myself have provided the Structured Literature Review on Marketing of Library Resources and Services to show the growth of the topic over the years.

Two more case studies have been contributed on Social Media and Library Marketing Experiences at KN Raj Library by Dr Sriram V. and another case study of Marketing of Library Resources, Services and Products at IIT Delhi by Ms Vanita Khanchandani and Dr Nabi Hasan.

I would like to express my sincere thanks to Sh Gopal Bhushan, Director, DESIDOC and Editor-in-Chief, *DJLIT* for appointing me as the Guest Editor and also having faith in me to bring out this special issue of *DJLIT*. Thanks are also due to Ms. Alka Bansal, Editor, *DJLIT* for her continuous support in bringing out this issue. I wish to thank all the contributors for their excellent articles on the topic. Once again, I thank you all. Special thanks to the editorial team of *DJLIT*.

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