

# **TRIPURA UNIVERSITY** (A CENTRAL UNIVERSITY)

# MANUAL FOR LIBRARY ORIENTATION PROGRAMME

# **CENTRAL LIBRARY**

SURYAMANINAGAR, AGARTALA, 799 022, TRIPURA, INDIA

#### Introduction

The Library is considered an integral component of an educational system where the University Library is one of the key hubs for users. The University Library system plays a crucial role in supporting teaching, learning, research, and innovation. The main objective of the University Library is to see that users are utilizing information resources and services effectively for their teaching and learning purposes. Hence, the University Library has to evaluate the information needs of users by adopting the right evaluation methods and evidence-based innovative techniques to provide the right information. Underutilization of information resources and services is the biggest challenge faced by University Libraries. Further, Return of Investment (ROI) in terms of library resources and services is another challenge that many University Libraries are undergoing. Library usages depend on many key factors such as Informative and lucrative resources, dynamic and innovative services, adoption of new tools and technology, cordial behavior of the staff, innovative services, the right strategy to increase users enrollment and membership, available of interactive learning atmosphere, collaborative and harmonious relationship between librarian, faculty, and students. As underutilization of resources is the biggest threat to university libraries, the right strategy must be adopted by the Libraries. User education is the process whereby potential users of the library are made to learn how to make efficient and effective use of the library and its resources. User education can be in the form of Orientation/training programme, workshop, Seminar, Know your Library Programme, Users Enrollment Drive, 'Library Membership Drive', and more.

Central Library, Tripura University being the 'Knowledge Hub' has played a crucial role in the larger arena of the academic institution towards the entire academic fraternity. Central Library has achieved a level of superiority, by starting its journey from scratches. From the dearth of information resources in the Central Library system, the tireless efforts of the library staff have created a Manhattan of knowledge during the last five years. However, the real challenge is to motivate users to use different library services physically. To combat such a challenge, Central Library started a series of evidence-based inventive initiatives to create a 'conducive environment' for its patrons. The basic objective behind the Central library's complete renovation points towards the creation of a 'Reading Ecosystem', for the stakeholders of the University, with the primary focus to provide a solid intellectual platform to the teaching fraternity and student

community for best academic practices and to create a learning environment. In addition to the existing Library activities, the Central Library also takes proper care of Manuscript Resource Centre (MRC) which collects and preserves old and valuable manuscripts of Tripura state and provides an opportunity for the researchers to conduct studies on ancient intellectual output and the connect the past with present knowledge for the benefit of the society.

#### **Manucript Resource Centre (MCC)**

Manuscripts are considered the most important and authentic source to know our ancestors' intellectual output and the boon from our predecessors. It is the manuscripts, based on which we can connect the past with the present knowledge society. The ancient cultural heritage can be ruined by natural disasters or over a period of time by sheer neglect. Conservation and preservation of manuscripts with appropriate methods are important steps to reveal the past through cultural information. Central Library of Tripura University has been instrumental in conserving and preserving the manuscripts of the North-East region. The library has preserved more than two hundred rare manuscripts collected from different parts of Tripura. It has been the centre of attraction for the visitors. The Central Library has taken several initiatives to collect and preserve the rarest and most endangered manuscripts for the future generation. Collected manuscripts have been preserved through scientific methods and are properly catalogued. The Central library has conducted several workshops and seminars from time to time to sensitize the importance of conserving and preserving ancient manuscripts. The manuscript donors were sensitized to donate their manuscripts for the benefit of research, teaching, and learning.

#### Encouraging Library Literacy among School Students.

In the effort to inculcate reading habits among the school students, the Central Library plays a creative role. It has taken initiatives to motivate school students to read books to develop knowledge and gain an idea about the value of the Library for their all-round development. To sensitize school students about the importance of the Library, the Central Library invites school students to visit the Library during their educational visits to the University campus. During such tours, young minds are sensitized about the benefits of reading books and its value in shaping their minds and characters. The central library has created a conducive environment for them to visit different sections of the library, which helps to develop reading habits among them.

#### The Context

The twenty-first-century information provision function is no longer a monopoly of academic libraries. Despite the huge investments and collection development efforts made by academic libraries, research has established that these library collections are often underused, resulting in a waste of time, space, and money (Manda, 2005; Kinengyere, 2007; Ndinoshiho, 2010; Baro et al., 2011; Habanabakize, 2018). The underutilization of the huge library collections has been attributed to the libraries' apathy in the adoption of marketing and user education approaches to create awareness of the available collections and services (Kaur and Rani, 2008; Kaur, 2009; Baro and Ebhomeya, 2013). To gain a competitive advantage and visibility over their rival commercial information providers, the academic libraries must adopt user-centred marketing and user education approaches to create awareness of the available collections and services to improve resource usage (Kumbar, 2004). The user-centric marketing and user education approaches contribute to the development of a bond between the library and its users in terms of user values, concerns, and needs (Kaur, 2009). Underutilisation of information resources and services is the challenging factor which creates an opportunity among academic libraries to adopt creative and innovative approaches to obtain maximum ROI by improving usage of library information resources and services by users.

The Central Library, Tripura University faces multi-dimensional challenges such as footfall of users for utilizing services and resources, competitive threats from the external environment, adoption of emerging technologies, user engagement, and services provisioning information to potential library users, availability of proper contents, effective knowledge management, etc. During the past few years, a large number of users were unaware of the library services, information resources, and facilities for teaching, learning, research, and innovation. In such a challenging situation, library reforms and sensitization of the users was one of the prime initiatives, carried out by Central Library. Providing the right information to the right users at the right time was the main motto of the Central Library. In this backdrop, the Central Library aims to increase the utilization of the Library's services, information resources, and facilities by taking initiatives such as library membership drive-cum-orientation program, conservation, and promotion of manuscript, optimum utilization of the library resources, and as an extension service, encouraging library literacy among the school children.

#### **The Objectives**

In the broad objective of the overall development of the library system, the Tripura University Central Library always aims to promote the healthy reading habit of the students, to offer a conducive research environment to the teaching fraternity, through provisioning of better physical and intellectual infrastructural support, such as reading space, hassle-free access to information resources by adopting innovative technologies such as remote access facilities. On a larger prospect, the Central Library offers library guidance visits, to create acquaintance among the school children, who, as a part of their educational tour, visit Tripura University, a beacon of education and knowledge of the state. The main objectives of adopting these practices are:

- To promote healthy reading habits among newly admitted students through library service, resources, and facilities.
- To develop awareness among the school children, during their educational visit to the University, regarding the importance of library and usage in one's academic life.
- To create a better research ecosystem by providing remote access to digital resources of the Central Library.
- To create sensitize the stakeholders about the Library as 'Knowledge Hub'.

#### Key Initiatives by the Central Library

During the period, the Central Library has taken innovative initiatives for better utilization of information resources, relentlessly providing uninterrupted services and user support to the entire academic fraternity for their teaching, learning, research, and innovation both in and outside of the campus. The library has added unique collections in terms of print and online resources. Among print collections, the users have access to 149026 print books, 90 Print Journals, 535 doctoral theses, 23 magazines, 14 newspapers, 1060 bound volumes, 1300 CDs/DVDs, and many more. The library has added unique digital collections in terms of eBooks, eJournals, Online databases, academic writing tool, anti-plagiarism checking tools, etc are other key strengths of the Library. At present, users have access to 31628 eBooks, more than 8000+ online journals, 24 online databases of different disciplines, access to academic writing tool-Grammarly, access to Anti-plagiarism checking tool- iThenticate and Ouriginal.

As a part of the research initiatives, the Central Library has developed 'Institutional Repository (IR)' using open source software for archiving the scholarly outputs of the University in digital mode. Further, the Central Library has successfully implemented IRINS (Indian Research

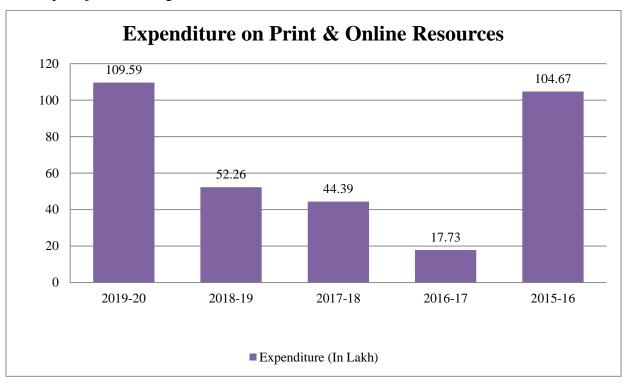
# Information Network System ) and Vidwan Expert Database. The Central Library has access to anti-plagiarism checking platform i-Thenticate and academic research writing tool-Grammarly.



Tripura University Research Contribution in Scopus (2016-2021)

The Central Library is always committed to providing the best resources and services to its users. During the period, the Central Library has offered evidence-based innovative services such as Online circulation, Online membership, unique collections, Anti-plagiarism service, Document delivery service, Research and citation support, Reference Service, Digitization services, e-Library Lab, Reprographic Service, Newspaper clipping service, New arrival alert, Ask-a-Librarian, Department Library, etc. to its users. Research integrity is one of the key components of research. The Central Library strictly follows research ethics and sensitizes users about the importance of Copyright, Fair use, and Anti-plagiarism policies.

The Central Library makes continuous efforts to ensure that users are using Library resources efficiently and effectively. To sensitize in maximizing the use of various e-resources, the Library conducted has organized 65 orientation programmes and events both offline and online which resulted in tremendous surge of usage of resources by the users. During the year, the Central Library has spent budget to develop collections in terms of information resources such as print books, print journals, magazines, online databases, ebooks, research tools, etc.



#### Methodology

User engagement and effective utilization of the library's resources and services were among the daunting tasks of Central Library. At this juncture, Central Library played a significant role in improving the effective utilization of the library through evidence-based-innovative practices. To enroll more users, every year, the Central Library conducts membership drive-cum-orientation programs for newly admitted students across all departments.

The whole adoption strategy of Decision Making Process (DMP) for Orientation-cum-Membership stage is broadly in eight stages:

- Assessment of Need
- Planning of Process
- Strategy Formulation
- Strategy Communication
- Preparation of Programme Schedules
- Implementation
- Evaluation of the Outcome
- Formulation of Future Strategy based on Evaluation & Feedback

# Decision Making Process (DMP)

#### Assessment 💣

Evaluate the usages of Library resources services and facilities and felt the need of membership drive.

#### Future Strategy 🌒

Based on the evaluation of feedback, and gap, formulate the success strategy for the future .

#### Outcome Evaluation 🔴

Evaluation the outcome on whether the goals initially set up for the initiative has been met.

#### Implementation 🔴

Putting innovative initiative in practice. Orientation-cum-Membership Drive Conducted as per schedules and physical library tours to all users.



#### Decision & Propose Goal

Communication of the goal and objectives and defined role and responsibilities among professional staff

#### Formulate Strategy

Preparation of the details blue print to conduct the drive

#### Communicate Strategy

Communication the strategy to key stakeholders of the University through different means of communication

#### Schedule Preparation

Communication received from the stakeholders and planning the programme schedules

#### Key Components of Membership drive-cum-Orientation Programme

During the Membership drive-cum-Orientation Programme, the Central Library has tried to cover the main aspect of the Library which helps the users know the rules and regulations; instruction about the physical collections; information about access to online resources including Open Educational Resources (OER); sections with their functions; type of resources in terms of print and online resources; space for conducive learning; user centric facilities; events and activities; professional staff and their role and responsibilities; research support services; access of resources in any platforms; use of reference resources for learning and project works; recommendation of resources such as print books, ejournals; online databases; membership and borrowing privileges; issue, return and reservation of library materials and many more.

Components of Orientation-cum-Membership Drive

### 1-Library Space & Sections

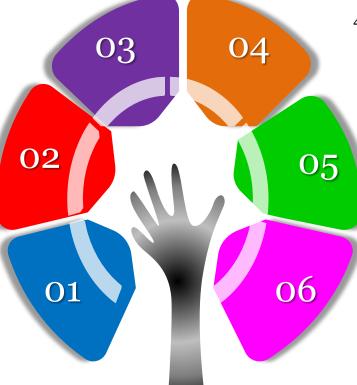
Space planning and floor directory, sections, activities of each sections, roles and responsibilities of staff, etc.

### 2- Rules & Regulation

Rules and regulations including general rules, specific rules related access of information resources, services and facilities and different policies for the users .

### 3-Library Resources

Sensitize the users about collections of information resources available both in print and online platform and its important for teaching, learning and research for the university stakeholders.



## 4- Innovative Services

Sensitize users about evidencebased innovative services and facilities offered by the Library for the benefits of users

# 5- Research Support

Central Library committed to transform the Library into a Research Hub. Users able to know the importance of various research tools and services being offered by the Library for academic and research benefit of stakeholders

# 6-Library Physical

At the end of the membership drive, all students are guided to physically visit each sections and get knowledge about the importance aspects of each sections.

#### **Key Requirements**

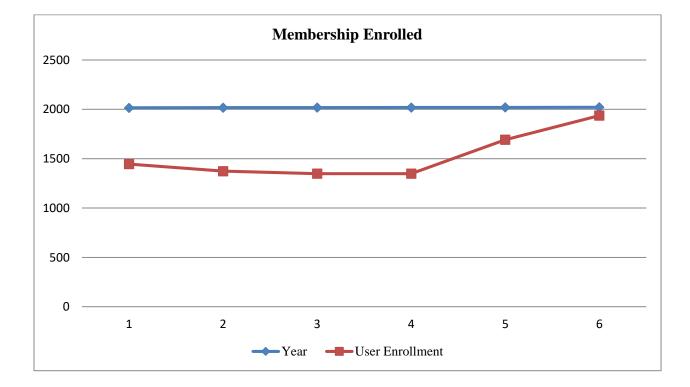
To successfully conduct such drive, there are numbers of resources required for the Central Library. The main resources required to conduct this programme are competent and skilled Library Staff who carry forward the objectives of such initiative starting from planning to implementation; active support from the authority, active support from the head of the department/centres; Financial support with the allotment of the fund to successfully conduct this drive; Sufficient infrastructure such as computers, ICT facilities, internet connectivity, projector, sound system, etc; Active Participation of users which is most important for the success of the programme and after all, enthusiasm and wholehearted participation of the users is most requisite for the success of this innovative initiative and get the best outcomes.

#### Key Takeaways

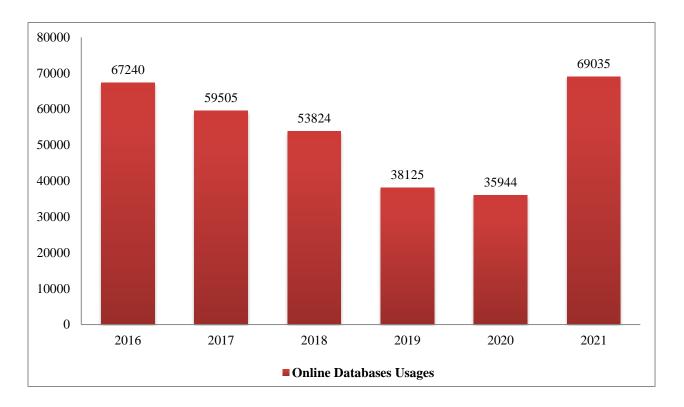
During the Membership drive-cum-Orientation Programme (MOP), users are sensitized about the above discussed components which will immensely benefit them to use the information resources for academic purposes. Such kind initiatives stimulate learning and research culture among faculty, students, and other stakeholders of the University. Users explore varied resources available in a different format and apply those in their classroom activities. Users become familiar to use the information resources and services. A reading culture has been witnessed among users. Users can locate, collect, retrieve, organize, use and evaluate information resources for their teaching, learning, and research. It helps users be self-reliant & life-long learners.

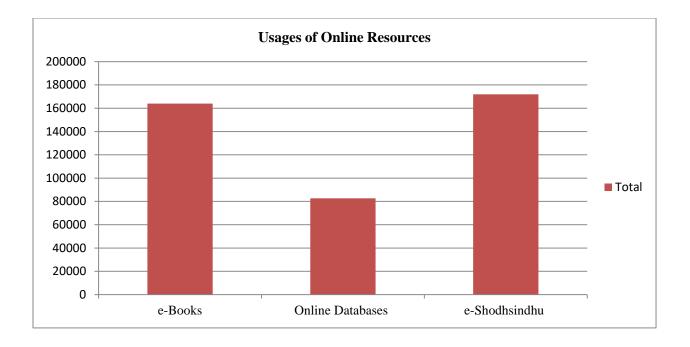
#### **Evidence of Success**

After taking library membership drive-cum-orientation program initiatives, the library usage in terms of services, information resources, and facilities have been dramatically increased. Now teachers and students are frequently visiting the library to access resources for learning and research. The Library becomes the 'learning hub' among users for teaching, learning, research, and innovation. Library visit has become a popular practice to the academic community of the University. The library has witnessed a sustained increase in the use of physical and digital resources by faculty members and students during the last five years. After, the membership drive-cum-orientation program, it has been observed a significant increase of resources, services, and resources by users. This initiative not only helps users in strengthening their understanding of the available library resources but also for relaying confidence in their specific academic disciplines. Further, it helps them in getting the right information for conducting better research, improve information discovery skills; improve evaluation of information skills; learn about

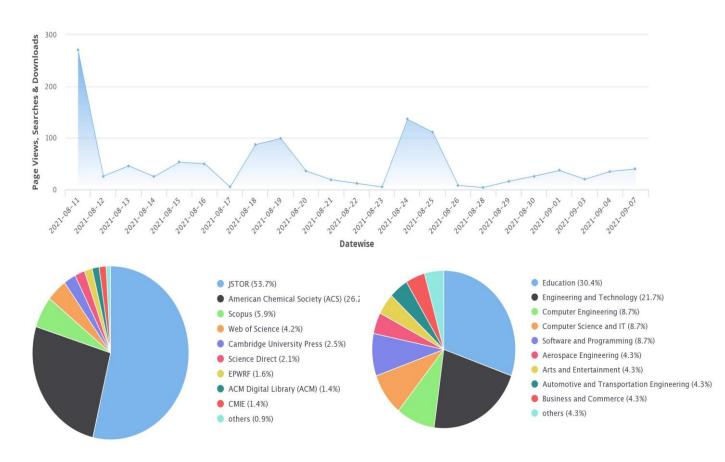


research integrity and plagiarism prevention; use information resources for complete projects and assignments and develop critical thinking skills through deeper learning.





#### Usage of Online Resources through Remote Access Service



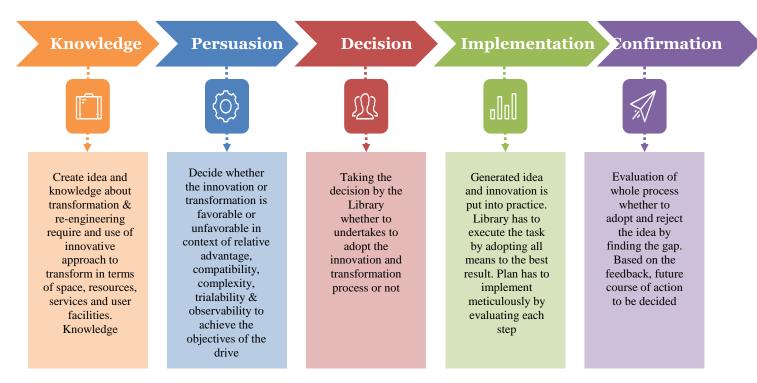
#### Problems encountered and Resource Required:

- The distance of some academic departments from the Central Library and the short intervals and breaks in-between classes are major hindrances for the physical uses of library resources.
- The poor economic condition of students along with inadequate internet connectivity in remote parts of the state creates a hindrance to utilise remote access facilities.
- Inadequate ICT facility to show documentary on the importance of the library to the school children.
- Language barrier to understand the importance of such drive where some staff was specially trained to understand them as per their requirement.

#### The Framework for Library Best Practices

This practice can be considered as a process or framework which can be used by academic libraries as a solution for improving services and resources usage. The process can be illustrated as per the need of academic libraries to engage in their situational analysis in terms of place, products, prices, promotional strategies and tools, and the nature of customers they need to serve. Based on the evaluation of users' need and their usage in libraries, the academic library should plan its marketing approach while conducting Membership-cum-Orientation Programe (MOP). In the planning phase, the library should assess each item to understand whether Library reengineering and transformation is essential in terms of space, resources, services, products, facilities, and where necessary, take necessary action on those changes immediately. The decision and action must be assessed by the users' current requirement for their teaching, learning, research, and innovation with suitable promotional strategies. During the planning stage, the Library has to strategize the implementation process which may include systematic implementation of marketing strategies from starting to end, defining the role and responsibilities of each staff engaged in Membership-cum-Orientation Programme (MOP), the requirement of resources, and timeframe to complete the task. After proper planning, suitable steps should be taken to successfully execute or implement the ideas into practice by adopting evidence-based innovative approach in conducting the drive. During this stage, proper strategies to be identified, failing actions or implementations may need to be reviewed for change, the process to be improved to fill the gap, effective direction and steps to be discussed for effectively implement the drive or programme. The last stage is the confirmation which may be called the evaluation stage whether the adopted ideas are successfully implemented and the target is achieved. Proper evaluation based on the outcome, identifying the gap and framing proper strategy for the success of the future course of action.

It can be mentioned that by adopting this framework, the academic library may eventually find an evidence-based innovative strategy for better utilization of resources, services, and facilities for the maximum benefit of the users, thereby increase in resources usage and services, and transform the library into a vibrant and happing place in the higher education system.



#### **Proposed Framework for Library Best Practices**

#### Recommendations

The outcome of these innovative best practices has a strong impact on the users. As a result, the usage of the library has been increased. A strong relationship between stakeholders and the Library has been established. Additionally, students found the use of library services and resources to be very comfortable as they were already equipped with the literacy skills needed to use such services and resources effectively. The main observations which can be considered for improvement all academic librarians should endeavor to adopt this evidence-based innovative strategy to best utilize the information resources, services, space, facilities to meet the vision, mission, and value of the University; academic libraries should assess such information literacy skill in the very early stages of their academic year which will help to improve the use of library resources and academic performance and authority should strongly encourage the library to conduct this initiative by adopting customer focus practices. The Orientation-cum- Membership Drive will serve as a

benchmark among academic libraries in promoting library resources, services, and facilities for the betterment of users in changing scenarios of the higher education system. Librarian as custodian of the library must work hard to implement such initiatives to actively connect with users which will stimulate for better survival of the libraries and becomes a 'Knowledge Hub' among Higher Education Institutions (HEIs).

#### HONOR IN NURTURING THE BEST LEARNING ENVIRONMENT



#### 06.04.2021

#### CERTIFICATE OF RECOGNITION, awarded to :

To, The Head & the Team, The Central Library. Tripura University ( A Central University) Suryamaninagar-799022 ,Agartala, Tripura, India.

Subject: Association with Tripura University

Greetings!

SAGE Publications is glad to be associated with Tripura University ( A Central University). We acknowledge the Central Library and the dedicated team's effort in terms of outstanding services, constant support, excellence in best practices in nurturing a learning environment and providing online resources to Faculty members, Students and staff of Tripura University, one of which are the SAGE online resources.

SAGE is honoured to be a part of this learning initiative, and we are committed to supporting Tripura University's efforts towards education and research.

We look forward to a long and fruitful association with the University.

Yours sincerely, .

Mulusi Jam

Mukesh Jain AVP – Journal Sales (South Asia), Sales-Journals-Delhi SAGE Publications India Private Limited

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# **EVIDENCE GLIMPSES ON LIBRARY TRANSFORMATION**







Users during Orientation-cum-Membership-Drive at Central Library, Tripura University







Orientation-cum-Membership-Drive & Exhibition at Central Library, Tripura University

### INTERACTION BETWEEN THE CENTRAL LIBRARY AND SCHOOLS OF TRIPURA STATE







Visit of School Children during their Educational Tour, Central Library, Tripura University

## GLIMPSES OF ACTIVITIES ON MANUSCRIPT RESOURCE CENTRE, CENTRAL LIBRARY

















#### **APPRECIATIONS**

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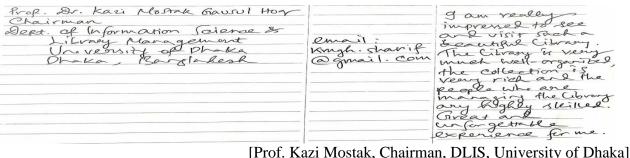
[Sri Tathagata Roy, Former Governor of Tripura]

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[Sri Manas Ranjan Mahapatra, Director, NEC, Shillong]

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[Prof. Ganga Prasad Prasain, Hon'ble Vice Chancellor, Tripura University]



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[Dr. R.B. Barman, Former Chairman, National Statistical Commission]

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#### **CENTRAL LIBRARY@MEDIA**



#### Times News

Agartala, Nev 15: Libraries are not e the store house of information but also instrument for preserving and protecting identity and values of a "nation". But will changing time libraries should also cha accordingly to meet the emerging deman aid Prof Kaptan Singh Solanki, Gover opment of the society" the Governor m y tained. In Referring to the North East region 1 is Solanki in this speech sold, the region is e ahead in many aspects in the county, He is Chancellor Dr V. Dhurwka. Chancellor Dr V. Dhurwka. ref Vice Chancellor Dr V. L. Dharntkar in is speech tressed on the inportance of a lib for total and wholesome development of y society. Quoting great philosopher Yang.

holesome development of t ng great philosopher Marc Tullius Cice Dr Dharuf said two ng i m p o r ta things th humankii needed we

 a brennial convention as Chief Guest today.
"It is all the more imperative that the library should be adequately used in activi-

# Intl Webinar on Manuscripts

#### Times News

Agartala, July 14: Readers Club International (a public Library network) organized the International Webinar, Series-3 on 'Preservation and conservation of Manuscripts and Library Materials' from Readers Club International Centre, Agartala on July 14. Subhrangshu Sekhar Bhattacharya, Secretary, officially control webiese undivided the prediction

Subhrangshu Sekhar Bhattacharya, Secretary, officially opened the webinar and introduced the panellists. Dr Bhaskar Roy Barman, President, delivered the address of welcome. Dr Hari Sankar Chakraborty coordinated the programme. Speakers: Dr Ramesh C. Gaur, Dean and Director, IGNCA, Ministry of Culture, New Delhi, Dr Mahesh Kumar Singh, Vice-Chancellor, Tripura University, Dr P. Perumal, formerly Conservator and Librarian, Tanjavur, presently Tamihadu, State Coordinator, Tamihadu Manuscript Mission, Tamihadu, Sunil Ganeshan, Director, Roja Muthiah Research Centre, Chennai and Ms Nadeeka Rattnabulu, Senior Lecturer, University of Kulaniya, Sri Lanka spoke about different methods of preserving and conserving manuscripts against the onslaught of time and the damaging by worms.

Dr Mahesh Kumar Singh in his speech told of how knowledge of Chemistry greatly help in preserving and conserving manuscripts. As many as 2860 scholars including 798 foreign scholars registered for this international webinar. The countries represented are; Africa, Nigeria, Ghana, Kenya. Ithopia. Philippines, Indonesia, Sri Lanka, Bangkok, Thailand, Bangladesh, Nepal, Ucrane, Japan, Singapore. Australia, Russia, Columbia and Argentina.

# TU conducts International workshop on "Academic Writings and Publishing"

#### Times News

Agartala, Jan 21: A Five days International Workshop on "Academic Writing and Publishing" held at Tripura University during January 17-21 through online mode. Dr. M.G. Sreekumar, Director, Libraries, Jio Institute Mumbai stated on the importance of universities on world mapping of teaching, learning and research.

He also imphasised on the role of Libraries in publishing of good research papers. Prof. Bhagirathi Panda, Professor, Department of Economics, NEHU and Honorary Director, ICSSR-NERC, Shillong elaborated the challeges of academic writings & publish ing. Prof. S. Das and Prof. B. K. Datta, Aacademic Deans, Tripura University also elaborated the importance of good academic writings. Prof. G. P. Prasain, Vice Chancellor, Tripura University expressed his pleasure on organizing such type of programme. About 300 participants across the globe were participated in the workshop. Many eminent scholars delivered their lectures in different sessions during the workshop.

during the workshop. Prof. R. K. Mahapatra, Dept. of Library and Information Science and Dr. Champeshwar Mishra, Deputy Librarain, Tripura University expressed their gratitude towards all stakeholders and participants.

# Webinar on Library Marketing held

#### Times News

Agartala, Jul 07: Readers Club International (a public Library network) organized the International Webinar, Series -2 in a homely and congenial atmosphere from Readers Club International, Agartala on 'Library Marketing: Opportunities of Library Services' today at 12pm. Subhrangshu Sekhar Bhattacharya, Secretary, officially opened the webinar and Introduced the panellists by name and profession and Dr Bhaskar Roy Barman in his address of welcome stressed the timeliness of organizing such webinar.

Roy Barman in his address of welcome stressed the timeliness of organizing such webinar. Dr Badhan Barman, Guawahati University, elaborated on how to market the library. Marketing is not used in the sense of buying and selling goods; it is a process of luring readers into the library in the manner of luring buyers into the market. Prahlad Jadav, Senior Knowledge Manager, Khaitan & Co., in his long speech, encompassing different aspects of library marketing, elaborated upon it Dr. B. Sanjay, Librarian, Tripura University, brought the oft-used term 'Branding' linked to marketing into his speech and explained branding of the library identifies the users. As many as 1832 scholars, including 336 from abroad (registered for the webinar.

# THE TIMES OF INDIA

#### NORTH-EAST

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मिश्र

Champeswar Mishra उपग्रंथालयाध्यक्ष Deputy Librarian त्रिपुरा विश्वविद्यालय Tripura University