

Library Usage Pattern among the Users of National Gallery of Modern Art, Mumbai

Chanchal Gyanchandani¹ & Amit Uraon²

¹Assistant Library & Information Officer, National Gallery of Modern Art, M/o Culture, Govt. of India, Mumbai

²Assistant Librarian, Assam University, Silchar

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ABSTRACT

Libraries are playing very important role in dissemination of information to its target audience since long. To improve the library service and to understand the users need it is very much important for the librarians to know the usage pattern of their library by its users. The present paper attempts to provide the picture of usage pattern of Art Reference Library of National Gallery of Modern Art (NGMA), Mumbai by its users. For the present study a user survey has been conducted in Art Reference Library of NGMA using structured questionnaire to understand the usage pattern of the library and its services by its users. The survey result reveals that how library users approach NGMA library and get the information of their interest especially related to modern and contemporary art available in the library in different forms viz books, paintings, exhibition catalogues and pamphlets. This paper also discusses about the requirement of physical environment like reading space, furniture and air conditioning which is necessary for the library as well as the library users.

Keywords: Library resources, Library use pattern, Information seeking behavior, NGMA, Mumbai.

1. Introduction

Information is most important part of everyone's life. Information is backbone of our society and the progress of society depends upon availability of right information at right time. To thrive in modern society, people gather information. Libraries are source of Information widely available for public to support their information needs in personal and professional life. A library is a place which acquires, organizes and preserves information to provide services to the society. A library is a collection of books, magazines, periodicals newspapers and acquire as per the demands of its target users. In ancient time library was closed for general public and specifically arrange for few people but in present time libraries are open for public. Libraries are shifting rapidly from close access to open access, from print to electronic, from wall to walls less, from offline to online in virtual world. So many reputed departments and libraries are working under the Ministry of Culture like- National Library of India, RRRLF, Central Reference Library, Rampur Raza Library, National Gallery of Modern Art, etc. These institutions preserve the heritage collection of our country and disseminate information as per the requirements of readers, visitors and users.

In National Gallery of Modern Art, all three branches New Delhi, Mumbai and Bangalore have separate libraries to consist collection on Modern Art including audio-visual materials and general reading materials. In Art Reference Library, NGMA, Mumbai mostly people come from Art field; maybe they are Art Students or Artist by Profession. Artist or professionals of this field specially came to search information on Modern Art and contemporary Art. National Gallery of Modern Art is an office of Department of Culture under the Ministry of Culture, Government of India and head office of NGMA, Mumbai is located in Jaipur House, New Delhi.

1.1 National Gallery of Modern Art, Mumbai: An Introduction

National Gallery of Modern Art, Mumbai is branch office of National Gallery of Modern Art, New Delhi. NGMA is working as a subordinate body under Dept. of Culture, Ministry of Culture, Govt. of India. National Gallery Modern Art have one other branch located in Bengluru, Karnataka. To establish this institution have certain objective of Indian Government to acquire & preserve the art from all over India, to organize exhibition of permanent and other artist collection to promote Art and culture of India all over the world. National Gallery of Modern Art, Mumbai came in its existence in 1996 in Sir Cowasji Jahangir Public Hall at M.G. Road, Fort Mumbai. Sir Cowasji Jehangir Hall was built by the British architect Wittet at a cost of 19 lakhs, with the balance of 11 lakhs being contributed by Sir Currimbhoy Ibrahim and Sir Jacob Sassoon. First exhibition "*The Progressive Artist Group & associates the inaugural show of NGMA (Mumbai)*" organized in NGMA, Mumbai on 26 Dec.1996. From 1996 to till date so many National & International level exhibition

are organized by NGMA, Mumbai. National Gallery of Modern Art is open for public with entry fee – for Indian above 18 years Rs. 20/- & for foreigners Rs. 500/- and open all days except Monday and National Holidays.

NGMA, Mumbai has 1,457 art collections from eminent artists' of international repute, which include paintings, sculptures, drawings and prints including great Artist like M F Hussian, A. A. Almelkar and Carmal Berkson etc. Ministry of Culture initiated digitization work for Museums with JATAN Software develop by CDAC, Pune. Digitization work of painting and sculpture is almost completed; now RFID is going for painting and sculpture by Nodal agency National Council of Science Museum, Kolkata autonomous body of Ministry of Culture. Digitized Painting and sculpture of all Museums and Gallery's available on portal of Ministry of Culture named "*Museum of India*- <http://museumsfindia.gov.in/>".

1.2 Library system of NGMA, Mumbai

The Library system of National Gallery of Modern Art, Mumbai comprise of Art Reference Library in National Gallery of Modern Art building in Sir Cowasji Jahangir Public Hall at M.G. Road, Fort Mumbai. The Art Reference Library came into existence in last decade of 20th century. Library started with few books received from head office NGMA, New Delhi than letter on collection were added by purchasing and gift received from artist time to time. Presently library have 1500 books and catalogues, 250 photo albums, 1000 CD/ DVD's and 500 old journals and magazine. The library automated with E-granthalay Software. Library is purely acquiring collection on modern art, archeology, museology and architecture. Library offer news paper clipping, photocopy, documentation and reference service to users. Library is open for public except Sunday and National Holidays from 10:45 am to 6:15pm.

2. Objectives of the Study

- To find out the awareness and usage of library resources by the users;
- To find out frequency & purpose of library visit;
- To find out the difficulties faced by users to access library resources;
- To find out the pattern of information access by the users;
- To ascertain users opinion regarding usefulness and adequacy of information sources and services.

3. Scope of the Study

This study is mainly concerned about the current situation of Art Reference Library and to know the usage of library resources in National Gallery of Modern Art, Mumbai. The usage pattern of users of the library will be collected and tabulated, which will be the basis to frame out a proper policy and proposals for future development and management of the library.

4. Review of Literature

Panwar and Vyas (1976) carried out a research on libraries of the two women colleges affiliated to the University of Delhi under name "user's survey of the Women College Libraries". Data was collected from UG, PG student and teachers of Social Science, using a structured questionnaire and using supplemented interviews. Study revealed that in latterly established college more books were added every year as compared to the other one, because it had more budgets for purchasing of books. Library services and physical facilities did not have a satisfactory picture. Properly planned orientation was required for better services.

The students and faculty members of the school of Civil and Mechanical Engineering were asked about how they are using the library. They were also asked questions concerning their information seeking behavior and use pattern of library. The responses from UG, PG and faculty members are compared and revealed expected and unexpected patterns.

Kishorekumar & Lokeshanaik (2014) surveyed to receive the opinions from the Citizens of Tumkur as the users of District Public Library, Tumkur, Karnataka. They used questionnaire based survey to identify the impression of citizens towards the satisfaction level of library resources and services utilized by the public. The study shows that users are fully satisfied with the present location of the library, collection of the newspaper and books are adequate in comparison to magazines and general reading materials.

Mahajan (2011) has presented the status of a Public Library at Chandigarh and pointed out its collection and services, she also analyses the information pattern of users and satisfaction level of services. The result of the study reveals that more number of users visits to library to read newspapers and magazines. They are interested in reading fiction also.

Arunmugam, Gopala & Ragavan (2013) surveyed to know the information access pattern among the student and staff members of Sriram Engineering College, Chennai. Study is mainly based on primary data collected

from engineering students and staff members through questionnaire with random sampling method. The result of study shows 85% of respondents express that very few subject books are available in the library and 71% of the respondents borrow books from library once in a month and users are satisfied with library collections.

5. Research Methodology

For the present study survey method of research has been adopted for collection of primary data. Questionnaire is widely used tool for data collection in research. The questionnaire was designed keeping in view of objective of the study comprises close-ended questions and was supplemented by interview of users. Designed questionnaire consist two parts; first part consist personal information and second of "Library usage pattern among the users of National gallery of Modern Art, Mumbai."

6. Data Analysis

The data gained from the users were analyzed with excel and using simple statistical technique to understand the users' library usage pattern and information seeking behaviour, information needs and the extent to which have been fulfilled by authority of NGMA, Mumbai for better services.

Distribution of questionnaire and response rate

Total 110 questionnaires were distributed and 80 (72.72%) were received back. Thus the response rate is 72.72%.

Table No.1 Responses Received from the Respondents (N=110)

Questionnaire	Nos.	Percentage (%)
Received	80	72.72%
Not received	30	27.27%
Total	110	100 %

Demographic distribution of Respondents

The survey result as shown in Table No. 2 reveals that 46% of respondents are from 41-50 age group, 29% of respondents from 21-30 age group, 11% of respondents are from 31-40 age group, 8% of respondent are from 50 and above age group while only 6% of respondents below 20 in age group. The most common users in NGMA library are the age group between 41-50 years.

Table No.2 Age wise Distribution of Respondents (N=80)

Age	Nos.	Percentage (%)
Below 20	05	6%
21-30	23	29%
31-40	09	11%
41-50	37	46%
50 and above	06	8%
Total	80	100

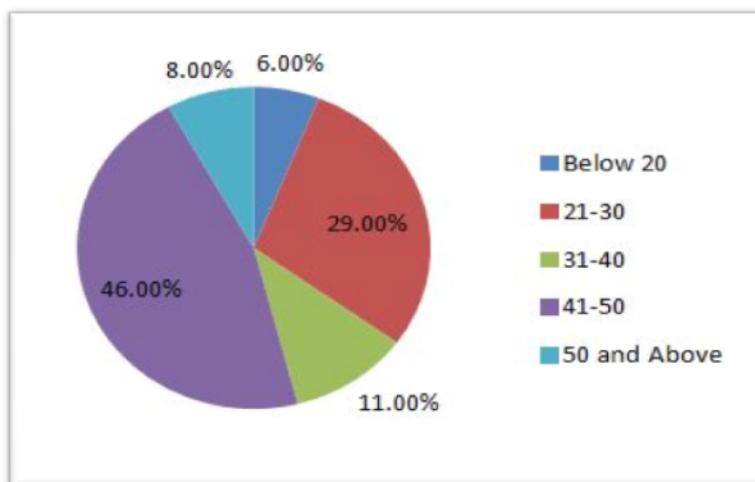


Fig 1. Age wise distribution of respondents

Gender wise distribution of respondents

The below Table No. 3 shows gender wise distribution of users of Art Reference Library where female users participation is high (65%) than males user (35%).

Table No.3 Gender Wise Distribution of Respondents (N=80)

Sex	Nos.	Percentage (%)
Male	28	35%
Female	52	65%
Total	80	100

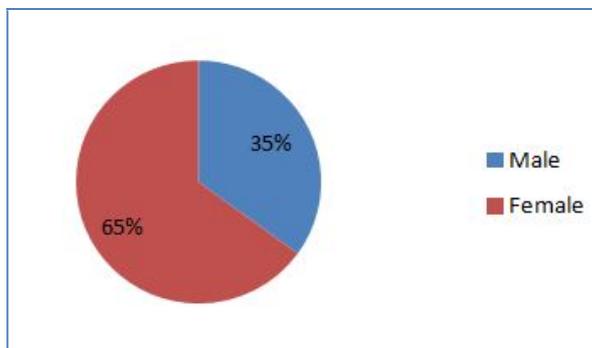


Fig 2. Gender Wise Distribution of Respondent

Purpose of library visit

In response of purpose of library visit by the respondent Table No. 4 indicates that reading newspapers and books with 29%, to study with 21%, to know the NGMA exhibitions with 16% and for research work with 14% are main four reasons to visit the library. General Awareness followed by 6% of respondents, for updating knowledge with 6% of respondents, for internet search with 4% of respondents, and to access audio-visual material with 4% of respondents.

Table No. 4: Purpose of Library Visit by Respondents (N=80)

Purpose of Library Visit	Nos.	Percentage (%)
For Research Work	11	14%
To Study	17	21%
General Awareness	05	6%
For Reading Newspapers, Books, etc.	23	29%
For Internet Search	03	4%
To know about NGMA Exhibitions	13	16%
For updating knowledge	05	6%
For audio-visual Material	03	4%
Total	80	100

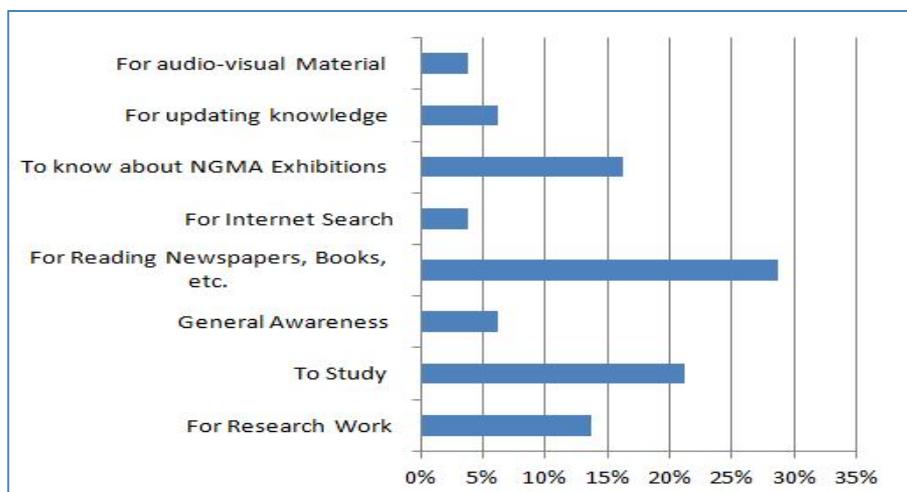


Fig 3. Purpose of Library Visit by Respondents

Frequency of Library visit

Frequency of library visit by the users has been presented in Table No. 5 and the data shows 29% of respondent visit library on fortnightly basis followed by 23% of respondents who visit monthly basis, 21% of respondents weekly basis, 18% of respondents daily basis while only 9% of respondents visit library rarely. The pattern of library visit is fortnightly, monthly, weekly, daily and rarely.

Table No.5 Frequency of library visit by respondents (N=80)

Frequency	Responses	Percentage (%)
Daily	15	18%
Weekly	17	21%
Fortnightly	23	29%
Monthly	18	23%
Rarely	07	9%
Total	80	100

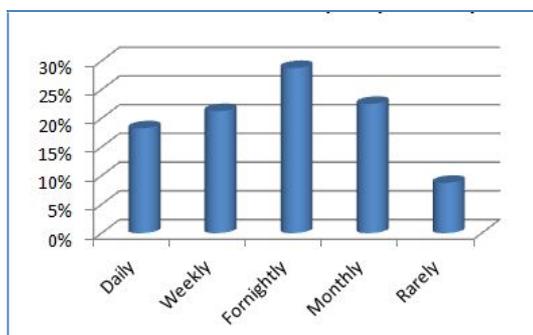


Fig 4. Frequency of library visit

Utilisation pattern of Library resource and services

NGMA library provide different services and posses special kind of resources which are different from other libraries. The usage pattern of these library resources and services has been presented in Table No. 6 below. The data indicates that Audio visual materials, Reprographic service and NGMA Exhibition catalogue are being utilized mostly while journals and magazines are used marginally and NGMA Exhibition Albums is less utilized by the users. The finding shows that there is a necessity to create awareness of use of library collection.

Table No.6 Utilisation pattern of library resource and services (N=80)

Resources & Services	Regular	Sometimes	Never
Reference Service (CAS/SDI)	32	40	08
NGMA Exhibition Catalogue	56	08	16
NGMA Exhibition Albums	26	22	32
Journals and magazine	46	24	10
Audio visual materials	16	10	54
Reprographic service	58	18	04

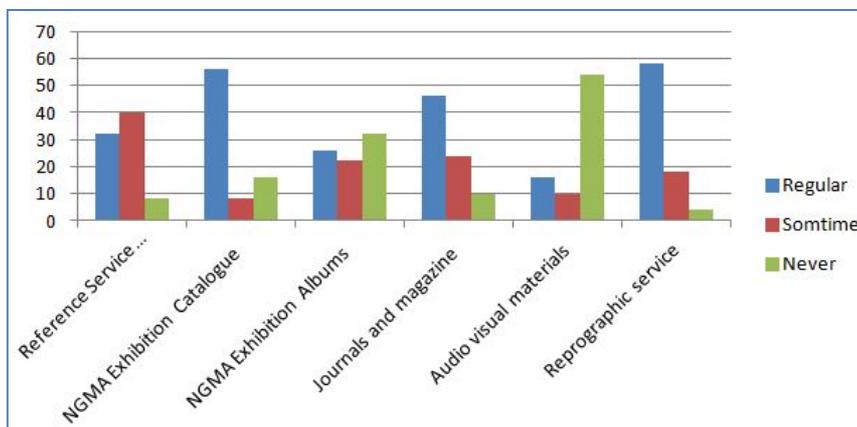


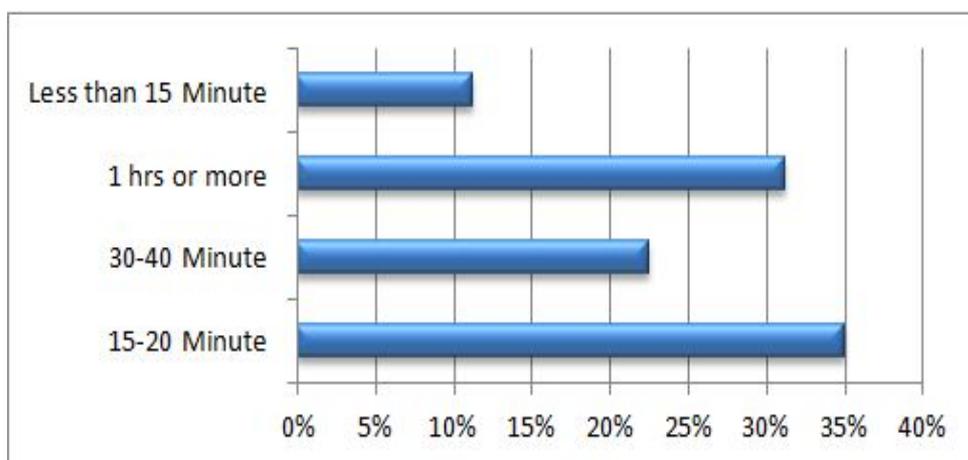
Fig 5. Utilisation of the library sources and services

Average time spent in the library

Art Reference library of NGMA, Mumbai is open from Monday to Saturday (except every second Saturday of months and National Holidays) from 10:40 a.m. - 6:00 p.m. Table No. 7 indicates the amount of average time spent by the respondents in the library. On an average basis most of the users (35%) spend 15-20 minute in the library whereas 31% of respondents spend more than one hour, 23% of respondents spend 30-40 minutes and only 11% of respondents spend less than 15 minute in a library.

Table No.7 Time Spent by respondents in Library (N=80)

Amount of Time spent	Responses	Percentage (%)
15-20 minute	28	35%
30 -40 minute	18	23%
More than on hours	25	31%
Less than 15 minute	09	11%
Total	80	100

**Fig 6.** Time Spent by respondents in Library**Priority for improvement of Library services**

To understand the user opinion on improvement section of library service respondents were asked their priority on five point options. Table No. 9 indicates the suggestion that were received from respondents to improve the services and collection. Data reveals that majority of respondents (54%) suggest to develop the collection on Modern Art which is followed by 18% of respondents to develop the collection on general reading, 16% of respondents suggest to increase the library space for stack and reading room, while 6% of respondents suggest to develop collection development policy and 6% of respondents suggest to arrange comfortable seating arrangement for users. Collection development on modern art is the top priority for the users of this library.

Table No. 8- Opinions of users to improve library services (N=80)

Priority of options	Nos.	Percentage (%)
To develop the collection on Modern Art	43	54%
To develop the collection for General reading	13	16%
To develop the collection development policy to increase users	05	6%
Suggest to increase the library space	14	18%
Suggest to arrange comfortable library seating furniture	05	6%

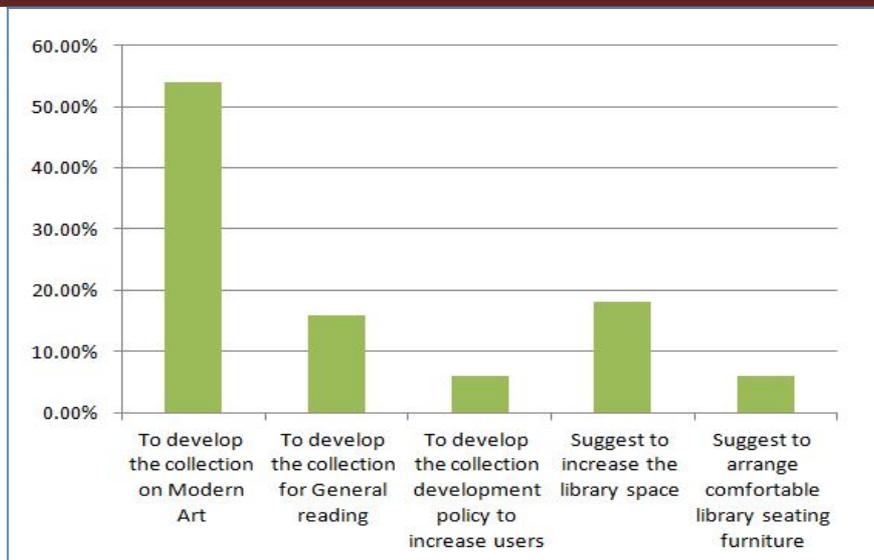


Fig 7. Suggestion on improvement of library services

Rating of library services quality

The last question in the questionnaire was regarding the quality of library services in the Art Reference Library. The response received from the participants has been shown in the table below (Table no. 8) which shows that users are mostly satisfied with reference service, collection of books, reading facility, Staff behaviour. But at the same time users are less satisfied with shelving of books and latest collection. There is a need of remedial steps to be taken in this regard.

Table No.10 Library Rating by the Respondents (N=80)

Sources and services	Excellent	Good	Poor	No response
Reference Service	44	20	06	10
Collection of Books	30	45	05	Nil
Reading facility	26	30	20	04
Behavior of librarian	28	35	06	11
Shelving of books	22	34	13	11
Latest collection	22	25	21	12

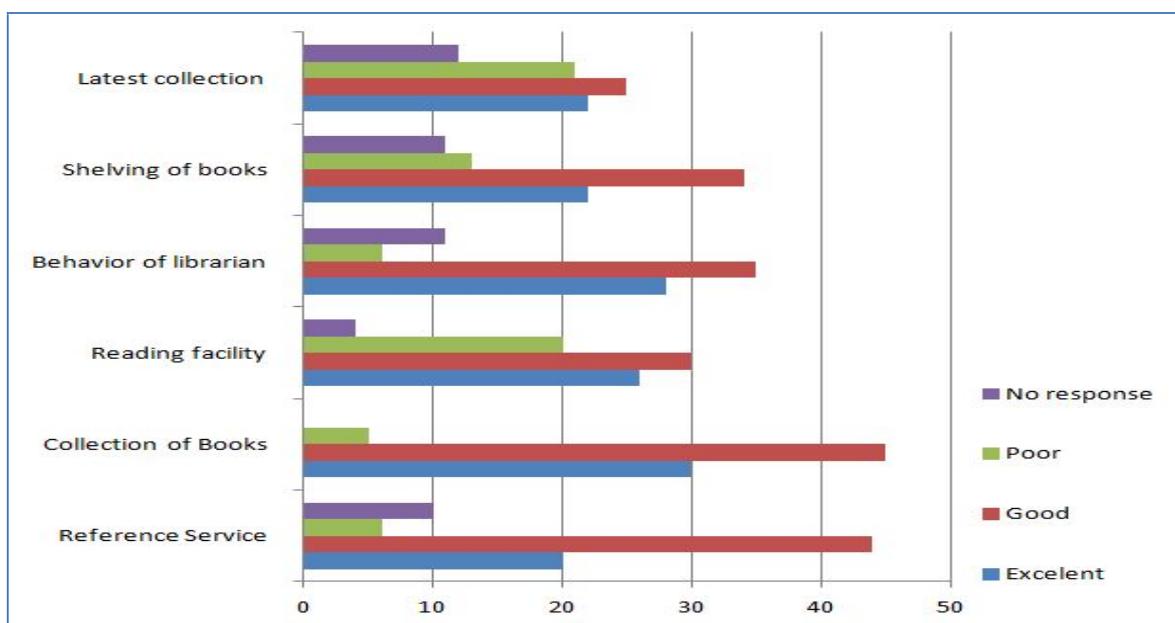


Fig 8. Library Rating by the Respondents

Conclusion

The study thus leads to conclude that the users of Art Reference Library have greater interest in library service provided by NGMA, Mumbai especially the information related to exhibition and the special kind of reading materials in the library, paintings and sculptures. The library attracts mainly the middle age group people between 40-50 years old. Being the institute of modern art NGMA should focus more on the type of collection under their collection development policy as the readers of this library expects more collections on modern art and contemporary art. It is also found in the study that library has rich collection of audio visual materials but the usage of it is not at satisfactory. Thus the facility for using these audio video materials should be improved. For providing better library service and getting user satisfaction the NGMA library should focus on the infrastructural facility like reading room space and comfortable furniture for the readers. Apart from existing services and on the basis of user's feedback it is also suggested that there is a need of a separate website for Art Reference Library. Some important area where NGMA library can focus more to increase services and activities of Art reference Library are - i) Increase proper space for Library and reading purpose ii) update collection and audio - visual material, iii) OPAC or Web- OPAC should be developed, iv) library should add e-resources in its collection vi) need to examine the possibility of future development of National Gallery of Modern Art, Mumbai and Library, vii) need of marketing of services and activities of the Library as well as NGMA, Mumbai. And for the marketing of library services and activities of NGMA a social media engagement like Facebook page and twitter handle can be helpful in this regard.

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Leadership is having a point of view.

~ Roger Enrico