

Resource Mobilization for College Library: A Job of Library Professional Excellence

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Abstract

Developments of college library service have been encountered by financial problem which comes up with the increasing demands of information users and application of ICT in the libraries. And, due to the price rise coupled with decreasing fund, college library faces many difficulties in their day to day functions. College Library will have no other alternative but to adopt new mechanism or strategies for getting more funds and earning more revenues from other sources. Financial resources for college libraries are not in a stable position As a result, college libraries get a very less development grants from the concern government. To develop library services, it is necessary to increase and generate college library fund. Resource generation and mobilization is very much essential, and the need of hour for college libraries. The present paper is not only essential for present college library scenarios, but also to suggest and explore additional financial resources for library development.

Keywords: Resource Mobilization, Financial Resources, Library Resources, Communicating and Prospecting: Relationship Building, Organizational Management.

1. Introduction

Colleges are considered as institutions of higher learning. Libraries in these institutions play an important role in supplementing the higher education and research. Libraries are otherwise known as 'information and knowledge repositories' and enable the students to build up an appropriate academic and professional career. It is therefore necessary to design and develop a quality library system in order to provide an effective teaching and learning environment. Library as 'learning and intellectual centre' need to be supported not only in building, physical, human, and intellectual resources, but also require strengthen its financial resources. A perennial source of finance is a great support to the library system to provide quality services.

Therefore, College libraries are facing constraints to meet the developmental activities and services as they are expected to be. Therefore, mobilizing additional sources/finance is the need of the hour in the greater interest of the students, teachers, and research scholars and for the institution as well.

- ❖ **Library Resources:** The college library can only grow and improve with adequate financial, human and physical resources. Library Resources includes physical, human, intellectual and finance.
- ❖ **Physical Resources:** Physical Resources include land, library building, book shelves, furniture, like chairs, tables, reading tables, reading rooms, racks etc. Physical Resources also includes ICT infrastructures. Physical re-



sources may also include other facilities and supporting infrastructure.

- ❖ **Human Resources:** This includes the library staff of professional, semi professional and non professional category to design, implement and follow up activities and projects. Human resources also need professional skills and expertise to carry out the diverse library services.
- ❖ **Intellectual Resources:** Intellectual resources include books, journals, reports, thesis, abstracts, bibliographies, patents, publications, scholarly articles etc. which could enhance the quality and standard of library collections.
- ❖ **Financial Resources:** Financial resources may include the variety of sources of finance: Government budget, Grants from other development agencies, fees, fines, donations, gifts, sales of products, and budget for salaries of library staff.

2. Meaning of Resource Mobilization

The resource mobilization is a process to find out, and how to acquire the resources needed to carry out work on library services. It focuses on what is necessary to assess and what resources are currently available and how those resources are being used and how additional resources and resource partners can be identified and exploited. The term 'resource' in this paper is understood to mean only 'funds'. Mobilization and generation of resources is also seen as synonymous with securing new or additional resources, it is also about making better use of, or maximizing of existing resources. Mobilization is 'the process of organizations for the pur-

suit of collective goals'. In the context of college library service, it can be concluded that resource generation and mobilization means mobilizing the financial resources to strengthen college and its library as well. It is process or an activity that takes place to mobilize with a strategic planning.

3. College Library in the present context

The college libraries, in the changing information environment are facing tremendous problems in generating resources. There are challenges which arise to meet the user requirements or different information needs. Due to various reasons such as exponential growth of knowledge, price rise budget reduction, demand of better services etc generation and mobilization of resources are very much required. The increasing growth in the enrollment of students and researchers, lack of proper and adequate infrastructure further aggravates the overall problems and challenges for the college libraries. College libraries are under ever-increasing pressure to enhance the technological capabilities to meet the academic demands of the users and compete with other alternative information providers. This transition period of shifting to the modern library services from traditional library services it is very crucial particularly to the librarians of colleges as they are experiencing severe shortages in terms of funds and other library resources.

4. Elements of Resource Mobilization

It can be seen that resource generation and mobilization process has been involves three integrated elements of resource mobilization, i.e relationship building, communicating and prospecting, organizational management & development.

- ❖ **Relationship Building:** Building a relationship with an identified donor is an important thing in the process of resource mobilization, closer and better relation with donor would create a situation where more resource can be mobilized.
- ❖ **Communicating and Prospecting:** Communication and prospecting are important to ensure its long term sustainability by acquiring new donors and maintaining a sizeable donors or sources of fund. Thus, a good communication and prospect would mobilize from the sources of fund or from different donors.

5. Organizational Management and Development

Organizational management and development are important to identify the organization's vision, mission, and goals, internal systems and processes that enable the resource mobilization effort shared by the team, the principal or the librarian, and the resource mobilization workers.

6. Process of Resource mobilization

Resource mobilization involves comprehensive processes which require strategic planning for user-centric collections, program funding, close communication and effective negotiation with donors including sound management of resources, improving image and credibility of the organization. As well, in its process, resource mobilization will identify the resources essential for the development, implementation and continuation of works for achieving the library's aims or a mission. Thus, it can rightly be said that resource mobilization is the process where evolving need assessment, selection of donor, meeting of donors, then receiving resources need or required and its utilization for getting the goals of mission of a particular organization.

6.1 The Basics of Resource Mobilization

Basically, resource mobilization means-exhausting potential sources of assistance to finance a project or an activity. It is a process of developing, generating, and managing funds, information, goods, services, people and institutions to provide support to certain development. Proper and efficient resource generation strategies are essential and prerequisites to the development of library resource mobilization strategies. Resource mobilization is an entirely different set of functions that requires a different set of skills and capacities which college library must put effort on capacity building activities for its concerned officials and its library personnel.

6.2 Resource Mobilization Strategy and its Formulation

Resource Mobilization Strategy formulation comprises the articulation of a mission, a set of long term objectives to be achieved within the stated mission, and an action plan specifying how the mission and objectives will be realized. The activities of library resource mobilization are critical task, and it demands and requires increased professional and skillful voluntary efforts in order to meet the increasing needs of library services. To start with, it is very much important to familiar with current local, national, and international trends in resource mobilization, and begins to analyze new and own methods of resource mobilization. With a clear notion of where to focus effort depends on an assessment of the operating process as follows:

- ❖ resources needed
- ❖ resources are already committed to the library
- ❖ money and time can the Library invest in mobilizing resources
- ❖ the local philanthropic traditions

- ❖ the trends in assistance receives
- ❖ fundraising skills and experience of the library staffs
- ❖ legal environment - laws and regulations affecting the nonprofit sector — affect its efforts

6.3 Resource Mobilization Strategies that College Library can explore: There are various resource mobilization strategies which college library can explore, such as:

- ❖ Increasing available resources and expanding fund facilities by creating special funds
- ❖ Expanding resource base by focusing the private sector and local communities.
- ❖ Restructuring library budget to increase fund, this involves giving priority to library expenditures
- ❖ Increasing efficiency of technology and processes for resource management
- ❖ Effective use of development assistance by streamlining them for need reduction development.
- ❖ Exploring new revenue sources for library such as fees and charges in the use of library resources.

7. Mechanisms of resources mobilization for College Libraries

In order to mobilize resources, the college library has to decide where and how it should invest its activity. The types and mechanisms of resource mobilization depend on the type and capacity of the library and nature of resources required. Some of the mechanisms of resource mobilization which can be followed by the college libraries are as follows:

Submitting grant proposals

The college library should prepare and submit the grant proposals for raising fund.

- ❖ **Publishing the history of the library:** The college library could have received by selling their organizational good practices, work, history etc..
- ❖ **Personal Meetings:** The college library can hold personal meetings with friends and resource providers and invite them to social, official occasions and accept their invitation.
- ❖ **Membership Campaign:** By increasing its membership, the college library could expand its relations with membership from people with different capabilities.
- ❖ **By raising fees:** By raising fees, selling its technical skills, expertise to other organization, like becoming resource person of a training, and raising fees from individuals coming to the library for research and other purposes
- ❖ **Internal Mobilizations:** By possessing of facilities like hall, equipments (Photocopy, telephone, fax) etc. has given them on rent and make appropriate use of the available resources may enhance fund for library.
- ❖ **Use of Media:** For resource mobilization, the library could take support of the media for all its work including for its achievement, future plans and expansion of services.
- ❖ **Enhancement of internal capacity:** the college library may also develop their internal policy and regulation, committee, sub-committee and equipments of management.

8. Suggestions for Library resource Mobilization

The following suggestions may be given :

- ❖ There should also be a separate allocation of fund for development of library staff or human resources, physical resources and other IT infrastructures. For these, proper guidelines and rules should be framed in accordance with the needs of the library users.
- ❖ A college library should form committee on Library Resource Generation and Mobilization with adoption of a policy on resource mobilization not only from the government, but from other sources like, private donor, public, foundations etc
- ❖ The college authorities may form alumni association which will have a partnership in the library.

9. Conclusion

With the rapid increase of knowledge and the unprecedented scientific and technological development, the college libraries are finding it difficult to keep pace with the changing need of users due to the inadequacy of financial resources. So, inadequacy of financial resources for libraries is being discussed at various platforms and different levels. It is increasingly being realized that library services cannot depend only on the existing normal funds made available by the government and library authorities. In such situation, libraries need to generate and mobilize its resources and to be supported by the public, private as well as other agencies. In the context of college library management, it can be said that resource generation and mobilization is a job of library professionals to mobilize financial resources to strengthen colleges and libraries as well.

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