EXPLORING USER ENGAGEMENT IN THE CONTEXT OF UGC GUIDELINES: A STUDY OF DELHI NCR REGION COLLEGE LIBRARIES

Mr. Manoj Kumar[1] and Dr. Ashwani Kumar[2]

[1]Research Scholar, School of Library and Information Science

Central University of Gujarat, Gandhinagar

[2]Assistant Professor, School of Library and Information Science

Central University of Gujarat, Gandhinagar

ABSTRACT

This study investigates the dynamics of user interaction in college libraries in the Delhi NCR region, utilizing the University Grants Commission (UGC) regulations as a frame- work. Given the rapid changes in educational contexts and the increasing reliance on digital resources, college libraries must remain relevant to meet user expectations. The investigation aims to understand how UGC rules affect library operations, new developments, and advances in technology to enhance user engagement with library resources and services. A questionnaire survey and interview techniques were used to collect data from users, instructors, and librarians from selected institutions in the Ghaziabad region of Delhi NCR. The study examines the role of technology in fostering accessibility and the effectiveness of outreach programs in library participation. Research findings indicate that increased user satisfaction and an optimal experience are achieved when libraries align with UGC guidelines. Libraries that prioritize digital improvement, user feedback mechanisms, and collaborative learning spaces demonstrate higher engagement. These institutions not only enhance the overall educational experience but also foster a sense of community and engagement among learners, ultimately leading to improved academic outcomes and greater user satisfaction. The study underscores the necessity of regularly updating library services to meet evolving consumer preferences and regulatory requirements. College libraries are identified as vital centers of academic success, and the research provides practical suggestions for library administrators and policymakers to improve operations and establish enriched learning environments.

Keywords: University Grants Commission (UGC), digital libraries, user engagement, web technology

1. INTRODUCTION

In the current climate, user interaction in college libraries has become a crucial component of improving the learning process due to the changing character of higher education. The University Grants Commission (UGC)

of India has developed a number of suggestions aimed at improving library services provide by the library, infrastructure, and connectivity in order to foster efficient environments for learning. In this regard, it is essential to comprehend how these rules affect patron interaction in university libraries.

The college libraries in the Delhi NCR area, an exciting hub of many educational institutions, are the subject of this study. The research attempts to investigate how UGC standards affect faculty and student interactions with library resources by looking at how they are implemented. User engagement of web technology and application in academic libraries as "a quality of user experience with technology that is characterized by challenge, aesthetic and sensory appeal, feedback, novelty, interactivity, perceived control and time, awareness, motivation, interest and affect"(O'Brien and Toms, 2008). This is to pinpoint opportunities. User engagement is a key metric measuring users interactions with a website or app. It calculates how users interact with a product or services and how they are likely to continue using it. User engagement is a crucial indicator of customer satisfaction, customer experience, and loyalty and can be used to inform decisions about product development and marketing strategies

Number of visits to a website

Amount of time spent on a page

Number of clicks on a link

Number of shares on social media. (https://amplitude.com/glossary/terms/user-engagement)

Based on these findings, a conceptual framework for successfully integrating social media into libraries is proposed that involves four steps: 1) study, 2) adoption, 3) implementation, and 4) interaction that comprehend identifying library goals, assessing resources, developing a social media strategy, creating and implementing policies, and evaluating performance that will lead to enhanced user engagement (TA., Kumar, & Ihejirika, 2023).

LITERATURE REVIEW

Joshi and Gondalia (2015) Indian universities benefit significantly from the UGC-Infonet digital library collaboration. Since the year 2004, Indian universities have benefited from it. Research journals support higher education research by offering theoretical context. The majority of research articles are now accessible online thanks to technology for communication and information and consortiums' approach to sharing resources. The UGC-INFONET consortium provides access to these online electronic journals, which are negotiated, bargained, and acquired from publishers and other database service providers. The academician's desk is open around-the-clock. A Google form was used to conduct an electronic survey.

Malipatil (2021) In 1956, a parliamentary act created the University Grants Commission (UGC), a statutory body. This national organization coordinates, determines, and upholds university education standards. The UGC is an essential conduit between the state and union government and universities. The UGC advises state and union governments on the steps required to enhance higher education in addition to providing funding to colleges and universities. In addition, on the recommendation of academics and subject matter experts with whom it regularly collaborates concerning to the development, assessment, and oversight of programs, it establishes laws such as those pertaining to the minimum standards of teaching and teacher credentials.

TA, Kumar and Ihejirika (2023) Social media engagement in libraries has gained popularity all around the world and has a chance to enhance services and boost patron engagement. The advantages, difficulties, and obstacles libraries face while introducing social media are examined in this review of research. After a thorough search, the literature was organized by dividing it into different titles, conclusions, and main points. The results show that integrating into libraries improves user engagement and has advantages. However, it was determined that the absence of policies, a lack of skilled staff, and financial limitations were the main obstacles to a successful integration. In light of these results, a four-step conceptual framework for effectively incorporating public media into libraries is put forth: 1) research; 2) adoption; 3) execution; and 4) engagement that understands recognizing If it wants to improve user engagement, the library should set goals, evaluate its resources, create and implement policies, build a social media strategy, and monitor its performance.

Jayamma, Mahesh and Kotur (2023) Libraries are crucial to the New Education Policy 2020 in a number of ways inside the postsecondary education system. They serve as reading centers and are vital to the stated educational goals of the NEP. In light of NEP 2020, this study highlights the critical role librarians play in ensuring the NEP is implemented successfully. It may the use of library and changing the platform of library services, research, and access a wide range of knowledge. By utilizing libraries' potential as learning hubs, organizations can establish a more equitable and inclusive learning environment that aligns with the NEP's vision. When using the library's services, patrons adhere to the University Grant Commission's rules.

Sharma (2024) the traditionally viewed as repositories of books, libraries are now evolving into dynamic community hubs. But even this change, many libraries are dealing with a drop in patronage in a world that is becoming more digital libraries face declining user engagement In an increasingly digital world. This study explores practical methods for reviving library users and guaranteeing its continued relevance. The use of valuable

resources, such as rare and expensive books, has declined as a result of students' increasing preference for online search engines over in-person library visits, according to professional experience working in an educational institution's library. Textbooks that contain more authentic information can help users learn or know more about all users. We provide library service modifications following UGC principles, examine user motives, and suggest evidence-based tactics to improve user involvement.

Sarma, Patgiri, & Shukla (2024) the investigation looks at the way university libraries in northeastern India can serve as community centers for the Sustainable Development Goals (SDGs), with an emphasis on how they might promote social progress through creative community involvement. The primary goal of the investigation is how libraries are disseminating information about the SDGs and the strategies they use to do so. It also gives a summary of the difficulties libraries are facing during this procedure. According to the survey, North-Eastern Zone universities place a strong emphasis on achieving the SDGs. It points out that libraries are increasingly implementing SDGs 4, 5, and 6 through partnerships with the community programs. As key tactics for improving community engagement services, university and college libraries also place a high priority on collaborations with small, rural, college, and school libraries. provide services to community members.

Chakravarthy (2024) In this article the new education policy NEP 2020, which recognizes the necessity of integrating technology into library services like giving patrons access to electronic books, electronic journals, and other digital resources, is the topic of this article. The policy further emphasizes the importance of indigenous and local knowledge by creating digital libraries. In general, NEP 2020 views libraries as necessary establishments that can support India's library systems to a knowledge-based society. Libraries are essential for providing access to online courses for research, education, and outreach. The National Education Policy highlights how libraries may help users acquire correct information, use educational technologies, and adjust to the changing demands in college libraries.

Menon and Kumar (2025) The Information and Library Network (INFLIBNET) Center created Shodhganga, a storage facility for electronic theses and dissertations (ETDs) from researchers in universities between this The study investigates how the layout and look of web sites, the method by which content is delivered, linkages, and platform navigation are influenced by student interests. In order to determine the reliant variables—Web page appearance and structure, content delivery, and hyperlinks and navigation—the study uses the Student Interest

Scale to gauge student interests. Strong associations are shown by descriptive statistics and correlation coefficients, which show significant positive connections between student interests and the other variables. Additional linear regression models show that student interest has a statistically significant impact on all of the factors, indicating that they have an impact on digital repository platforms.

NEED OF THE STUDY

The study of explore the user engagement in the context UGC guidelines is essential due to several reasons in future perspective:

Higher institutions and college libraries how to develop in the present scenario the use of library services in Delhi NCR region colleges for the future requirement. The use of UGC guidelines for the libraries infrastructure and library collection requirements in colleges.

The following urgent needs are the focus of this study:

To evaluate how user participation in college libraries is affected by UGC norms.

To examine new well library services—both digital and physical—meet the demands of patrons.

To give politicians, librarians, and administrators practical advice on how to change their operations to the changing needs of users and the requirements of the libraries.

OBJECTIVES

- To look into how UGC guidelines are being applied in Delhi NCR college library systems.
- To evaluate the user engagement tactics these libraries utilized.
- To determine the obstacles and possibilities for improving user engagement.
- To offer suggestions for enhancing user interaction while adhering to UGC guidelines.
- To identify the challenges involved and limitations to successful participation

RESEARCH METHODOLOGY

For the study titled "Exploring User Engagement in the Context of UGC Guidelines: A Study of Delhi NCR Region College Libraries" a comprehensive research methodology may include the following components:

A structured questionnaire was created and gathered by going to the different colleges and institutions, librarians, and library staff and using the Google form questionnaire approach. The data was collected among the librarians, faculty, staff, and students in academic libraries at all selected colleges, institutes, and universities, and that was limited to librarians and library staff offering different library services according to UGC guidelines. For this study, a total of 10 colleges and institutions academic libraries each received a 10-question questionnaire. A total of 10 questionnaires were returned, representing a 100% response rate.

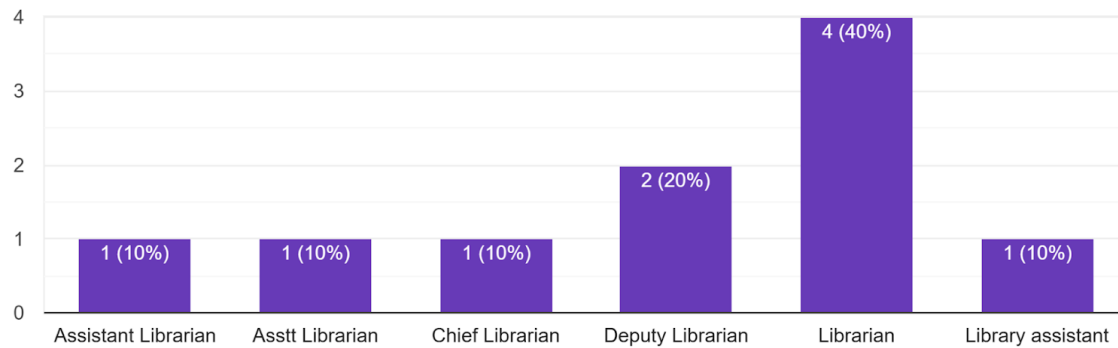## DATA ANALYSIS & INTERPRETATION

The result of the study is here are real situation present of the exploring user engagement in the context of UGC guidelines. The result so here are: -

1. Name of the College:

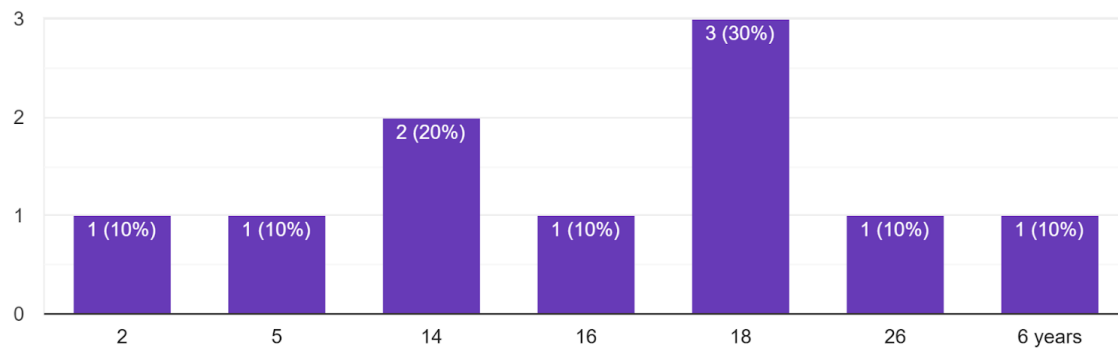| S.No.	List of Colleges (Institutions)
1	Hi Tech Institute of Engineering & Technology
2	Institute of Technology & Science
3	BBDIT College Duhai Ghaziabad
4	ITS Institute of Health and Allied Sciences Ghaziabad
5	IMS Ghaziabad
6	RKGIT (Raj Kumar Goel Institute of Technology)
7	MGM College of Engineering and Technology
8	H.R.I.T Group of Institute
9	Mangalmay Group of Institutions
10	Indirapuram Institute of Higher Studies

2. Designation

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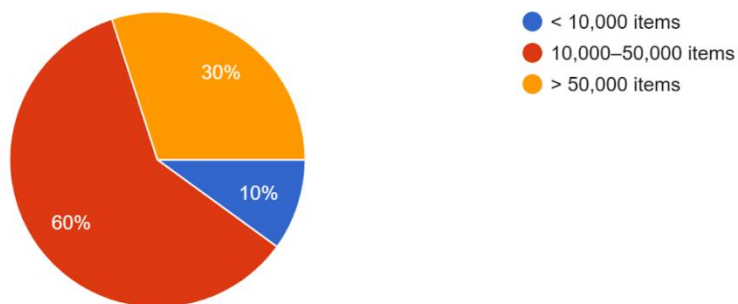3. Total years of experience as a librarian:

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4. Educational qualifications:

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- Bachelor's in Library Science
- Master's in Library Science
- Ph.D.
- Other (Please specify):
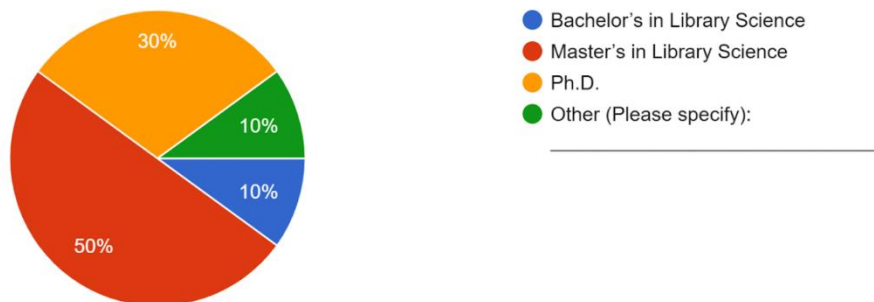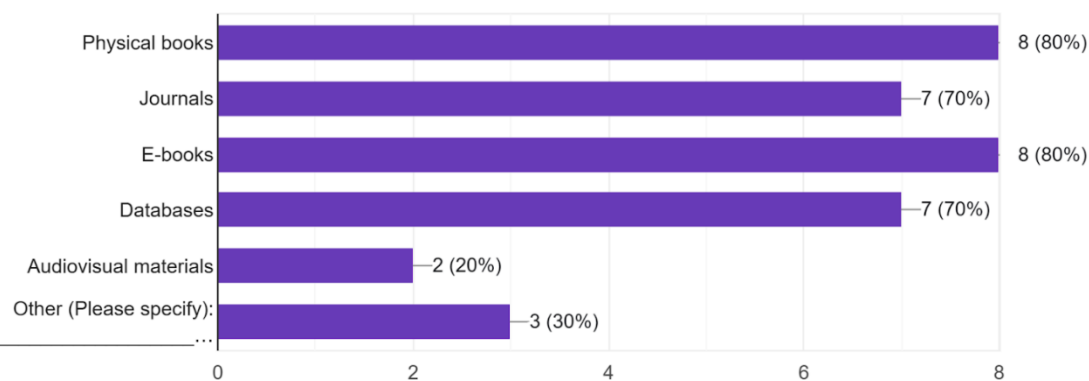
5. What is the approximate size of the library collection?

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- < 10,000 items
- 10,000–50,000 items
- > 50,000 items

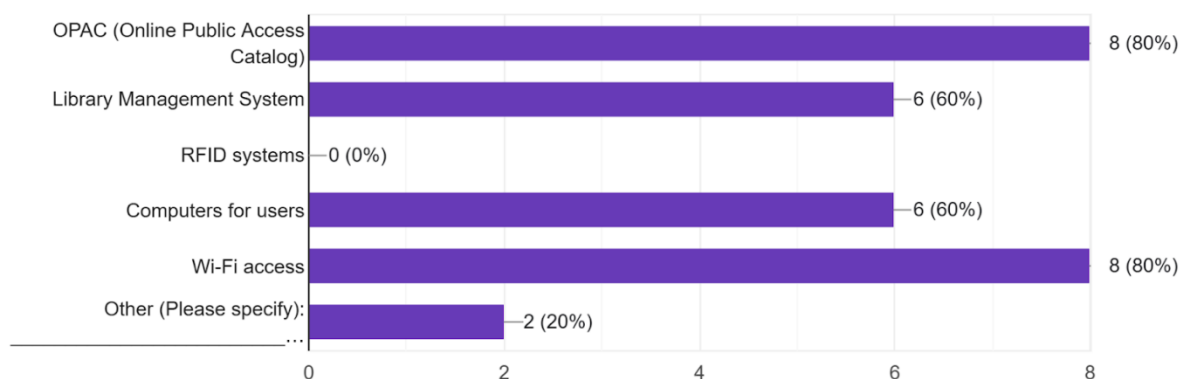6. What types of resources does your library offer? (Check all that apply)

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Resource	Count
Physical books	8 (80%)
Journals	7 (70%)
E-books	8 (80%)
Databases	7 (70%)
Audiovisual materials	2 (20%)
Other (Please specify):	3 (30%)

7. Does your library have a dedicated budget for digital resources?
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- Yes
- No
- Maybe

90%
10%
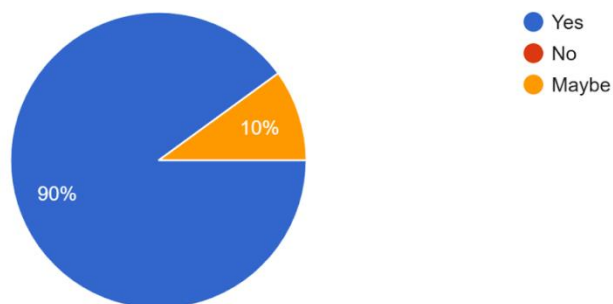
8. What technological tools are available in the library? (Check all that apply)
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Tool	Value
OPAC (Online Public Access Catalog)	8 (80%)
Library Management System	6 (60%)
RFID systems	0 (0%)
Computers for users	6 (60%)
Wi-Fi access	8 (80%)
Other (Please specify):...	2 (20%)

9. Are you familiar with the UGC guidelines on library management and user services?
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Legend:
- Yes
- No
- Maybe

100%
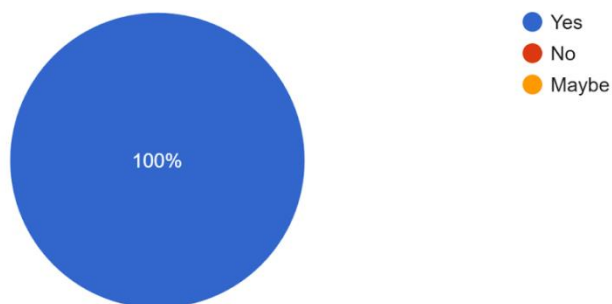
10. How often do you refer to UGC guidelines for library operations?
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Legend:
- Regularly
- Occasionally
- Rarely

20%
80%
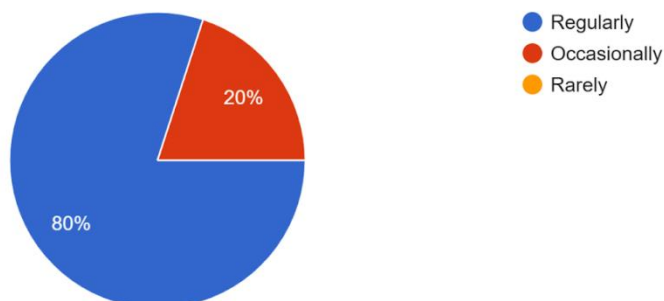
11. Have you implemented any changes in the library based on UGC guidelines?
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Legend:
- Yes
- No
- If yes, please specify:
  _____

30%
10%
60%
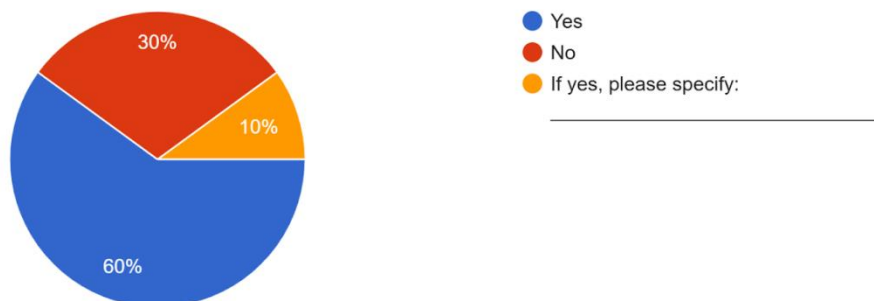
12. Do the UGC guidelines adequately address the needs of your library users?
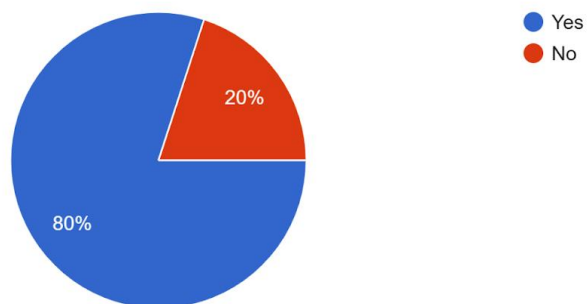10 उत्तर

- Yes
- No
- Please elaborate:
  _____ ...
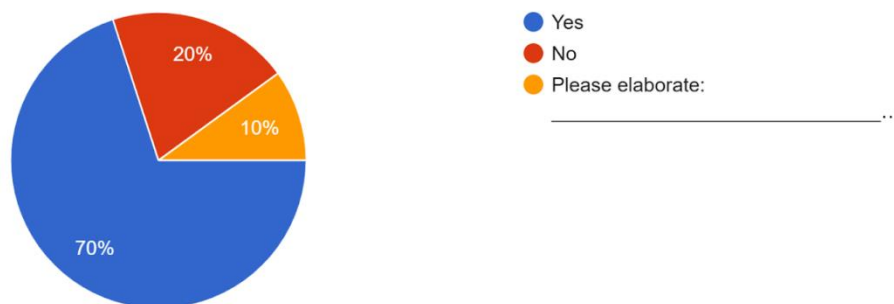
13. What strategies do you use to engage users with library resources? (Check all that apply)
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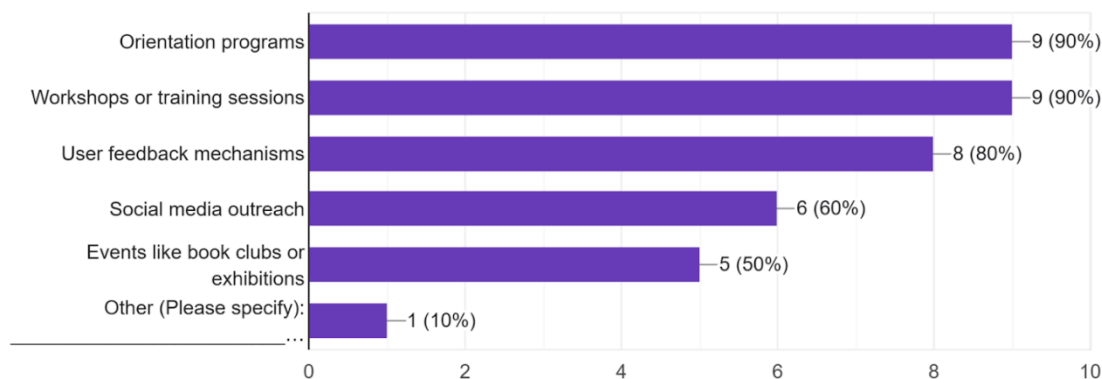
14. Do you conduct user satisfaction surveys?
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15. How do you incorporate user feedback into library services?

S.No.	Colleges Responses by the Library Staff
1	E-Mail ID
2	E-Mail through
3	Best
4	Install feedback system in library
5	Online
6	User Register
7	Register
8	E-Mail through
9	Online Feedback
10	Online Feedback

16. Which user group engages the most with the library?

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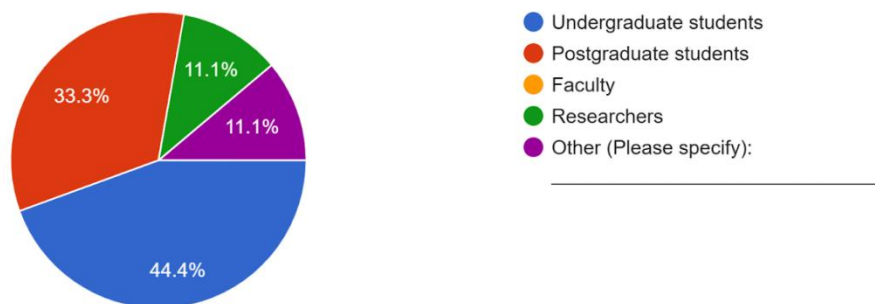
17. What challenges do you face in implementing UGC guidelines?

S.No.	Colleges Responses by the Library Staff
1	Fund
2	Fund
3	Nothing
4	Nothing
5	Lack of Updated guidelines
6	I am satisfied with the UGC guide lines
7	No
8	Fund
9	Fund
10	No

18. What barriers limit user engagement in your library? (Check all that apply)

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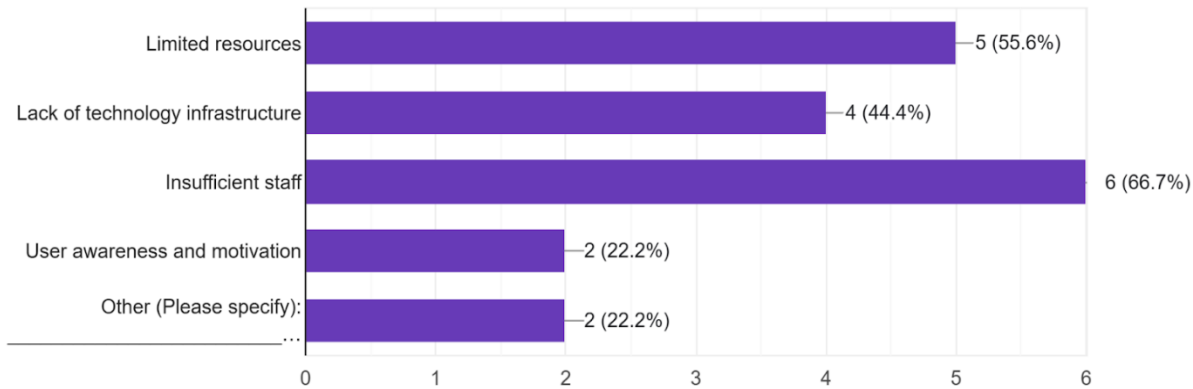
19. What additional support or resources would help enhance user engagement?

S.No.	Colleges Responses by the Library Staff
1	E Recourses
2	Yes
3	User awareness and motivation
4	More training programs
5	IEEE
6	Library periods and attendance should be compulsory
7	Yes
8	Yes
9	Yes
10	Yes

CONCLUSION

The study of the significance of UGC norms is in determining how users engage with college library collections. The user experience and academic outcomes can be improved by carefully addressing the issues that have been discovered. For colleges in the Delhi NCR region to promote a more stimulating and progressive learning environment, library operations must be better aligned with UGC guidelines. The study explores the user engagement of academic libraries in the use of better services. UGC guidelines and regulations the function of the library collection print and non-print materials. the use of e-journals and e-books and library databases included in UGC guidelines. In conclusion, college libraries are now better than in the past and automated. in the present scenario, the use of digital libraries in the future perspective.

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