OUTREACH TECHNIQUES IN THE PROMOTION OF LIBRARY INFORMATION SERVICES AND RESOURCES: A STUDY AMONG LIS PROFESSIONALS

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ABSTRACT
Outreach method, is a library public service program, initiated and designed to meet the information needs of an unserved or inadequately served target group, such as the institutionalized, senior citizens, or nonusers. Outreach in libraries is not a newly built concept, but it extends roots to more than 40 years. There exist nine principles and three stages of Outreach service. The concept of outreach method adopted by library and information science professionals working in 76 engineering institutions of eight districts was studied based on four outreach concepts such as Print, Non-print, Technology and Social media.

KEYWORDS: Outreach Techniques, Promoting LIS Services and Resources. Print Media, Non-Print Media, Technology Media & Social Media

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