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Content Analysis Of NIRF-2023 Ranked Universities Library Web Portals In Uttar Pradesh State: A Study

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Abstract: The present paper is the content analysis of the NIRF 2023 (National Institutional Ranking Framework for the year 2023) ranked university library web portals of the state Uttar Pradesh. The method used for the analysis is checklist method to check the general information, library services, and resources on physical and online. The study is limited to the seven universities of the state that have the status of central, state and private university. Study found that all the university library portals are in working conditions. All the portals have the basic information, information about the collection and services. Information about e-resources, print resources (books, journals etc.), internet access etc available on all portals. In the overall comparison it was found that AMU library web portal is best, having a score of 79.54% followed by BHU and SNU. Study found that portals have the issues regarding transparency, currency, uniformity, availability of online services, and visibility of collection. The findings could help in the improvement of the portals of the libraries of universities under study. The study proceeds on the minimum information categories that must be present on any of the university library web portals.

Keywords: Academic Library Web Portal, Library Web Portal, NIRF, Online Services, OPAC, E-resources, NIRF Universities, Uttar Pradesh

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1. INTRODUCTION

The increase in the online information resources and its easy availability has increased its importance in the current situation. The advancement of Information Communication and Technology provides the route to academic libraries in accepting the information technologies for their users by providing them the online services. Now the information available on the web has become the initial point to access scholarly and academic information. The basic aim of the library is to provide the required information to its users and satisfy

him/ her. The library website/ web portal has become the initial step to access the academic information as it is the best online tool to obtain all the online resources which are subscribed (by library) and open access. In the digital platforms the users are visiting the library portals before even physically present in the library as because the library portals are the single service provided platforms where every web related information are available at one single platform to view electronic resources and services. Library portals are the online catalogues of the library's collection. As the library portals have great

value in the academic activities, the academic institutional libraries are more and more adopting the library portal services to its users. Now the web portal service has become the need of the hour to the academic libraries for their users in providing the required information for research and information. Universities in India and higher education institutions are adopting or have adopted the portal services in their academic services. Library portal can drill the database contents, deep web searching, and fulfil the individual needs, which can be done either by the system itself by arranging the delivery and content presentation or by the users, who can customize the format and category of the displayed information. Because of the multiple uses of the library portals, most of the higher education institutions' libraries had developed their own web portals which have the information about the resources (print & online) and services.

Present study is the content analysis of the library portal of NIRF-23 Universities in Uttar Pradesh and the attempts are made to study the information available on the library portals of these selected universities in the NIRF ranked in the year 2023.

2. UNIVERSITIES OF UTTAR PRADESH

Uttar Pradesh is the state of Northern India and the most populated state. State has approximately six central universities, thirty-four state universities and thirty-five private universities. It has eight deemed universities under the section 3 of the UGC Act, 1956, by the Ministry of Education.

3. LITERATURE REVIEW

The area of their studies revolves around the analysis of contents of the library portals, evaluation of library portals, designing of the web portals for the institutional libraries, usability of the portals in the academic/university libraries etc.

Krishna K.M. and Murugan K. (2023), in their study conducted the online survey of the role of the library professionals in the University and Institutes web portal of library in India. The under-study institutions were evaluated on the functions of libraries for the assessment of knowledge resources. They found that in higher education institutions the library provides the help in scientific research either by the physical resources or by the online resources. Libraries are also changing with the modern digital infrastructure and using emerging technologies of Information Communication and Technological devices. Muthurasu, C & Suganthi, M (2023), discussed the library portals, and the types of services provided by these portals. They also narrated that the portals are personalized according to the needs of the users. Rai, Poorvi and Verma, Shilpi Dr. (2021), in the paper presented the content analysis of the Central Universities library Webpages of Uttar Pradesh. They used the checklist method based on which the cumulative scores were analysed and recorded. They covered the areas of the introduction, membership, hours, history and the common information on the university library portals. Like the print and electronic collection, Web 2.0 services, Facebook and Twitter, the social media platforms. While Kumar, Vinit and Yadav, Sheel Bhadra (2020), in their study found that many academic institutional libraries had adopted the portal technologies. In their paper they had assessed the contents and the services of the NIRF Ranked University Library Portals and according to the findings they scored them in the categories of excellent, good, average and poor. Mane, Manisha B & Pange, B. M. (2016), found the use of university libraries portals and introduces the link between the library portal the knowledge management practices of the library. Prasanna Kumara B.M., Sachin Y and Divyananda K. (2015), explains the importance of the digital library portals in learning activities of academics and its use in the 24/7 learning process. Geetha M, Mamatha, KR and Farhana (2013), the authors study the usage of the Kuvempu University Library portal and provide the statistical results for the usage of the library portals. Fatima, N., Ahmad, N. & Ahmad, S. (2011), in their paper find the users opinion and knowledge about the library portal of the Engineering and Technology department of Aligarh Muslim University by the distribution of structure questionnaires to the users. Maloney, K & Bracke, P.J (2005) in their article library portal technologies defines library portal as a combination of software components that combine the user experience in discovering and accessing the information in contrast to a single technology to provide services which support accessing, discovery and effective utilization of information. Library portal is the one place from where the user can get all information about the resources and services present in the library. It's a personalized access and access by the user in 24*7. Without reaching the library, users can access the resources at any place, any time. It provides all resources at one place. Library portals fulfilled the individual needs of their users.

Many studies had focused on the library web portals.

4. OBJECTIVES

- Categorization of the services & contents present of the library portal of the universities.
- Evaluation of the contents and services for the results
- Investigation of the most preferred type of content available on the library web portals of the universities
- To find the availability of Web 2.0.

5. SCOPE AND LIMITATIONS

The present study focuses on the areas of the academic library web portals/websites of the NIRF -2023 ranked universities of Uttar Pradesh.

There are seven universities of the state Uttar Pradesh, which are present in the NIRF Ranking 2023, out of which three of them are central universities, one state university and remaining three are private universities. The name of them according to the ranking number is as follows:

1.Banaras Hindu University, Central Research University

2.Aligarh Muslim University, Public Central University3.Amity University, Private University

- 4.Babasaheb Bhimrao Ambedkar University, Central University
- 5.King Goerge's Medical University, State University 6.Shiv Nadar University, Private University
- 7. Sharda University, Private University

The study is limited to these seven universities only.

6. METHODOLOGY

The study proceeds by the evaluation of information which is available on the library web portal of the universities. The tool used to study the web portals of the universities is the Checklist method. It is prepared by the available features which are common and the services on the library portal. Reference is also taken from the work of authors and the prior knowledge in the literature.

- General information about the academic library
- Library collection: e-resources and physical resources
- Library services

• Use of Web 2.0/web technologies

After the initial assessment of the checklists, the university library portals (under study) were visited. The data that are collected by the library web portals, represented by the 1 and 0, where 1 means the presence of the feature/ service and 0 means the absence of feature/ service. The time duration was 6th June 2024 to 13th June 2024. The presence and the absence of the items of the checklist under every category was filled in the table matrix. The list of universities, their website links, date of data collection and the NIRF Ranks are listed in Appendix 1.

7. ANALYSIS AND INTERPRETATION OF DATA

7.1 General Information about the academic library Category 1: (14 fields considered and checked)

Table 1. Information about the 'general information' on library portals

S No.	About us	BHU	AMU	AU	BBAU	KGMU	SNU	SU	%
1	History/About us	1	1	1	1	1	1	1	100
2	News Events/Updates	1	1	0	1	1	1	1	85.71
3	Directory	1	1	0	1	1	1	1	85.71
4	Library Rules		1	0	1	1	1	1	71.42
5	Photo Gallery	1	1	1	1	1	1	1	100
6	Library Map/Location/Floor Plans	1	1	0	1	1	0	0	57.14
7	Membership	1	1	0	1	1	1	1	85.71
8	FAQ	0	0	0	0	0	0	0	0
9	Date of Update	1	1	0	0	0	0	0	28.57
10	Contact Us	1	1	0	1	1	1	1	85.71
11	Feedback	0	0	0	0	0	0	0	0
12	Library Statistics	0	1	0	0	0	0	0	14.28
13	New Arrivals	0	0	1	1	0	1	0	42.85
14	Hits	1	1	1	1	0	1	1	85.71
	Total	9	11	4	10	8	9	8	

1= presence, 0= absence

Table 1 shows General Information about the Library

In this category the library portal of the universities were checked about the general information of the library. A total of 14 features were selected and the presence and absence of them checked in **table 1**. It was found that all the library portals of universities provide some information about the library, some of the web pages

have the history of the library feature too. Here the score is 100%. News, events/ updates are also an important feature of the library web portal; out of seven selected universities, six have this feature. Directory of the staff is also present on six of the portals. These both categories have a score of 85.71%. Library rules are also there on the portals of the university's libraries apart from the two universities BHU & AU, the score for the

feature is 71.42%. Photo gallery is available on all the library portals having the 100 percent score. Out of seven only four portals provide the map, location/ floor plan for the libraries (57.14%). Date of update was present only on two library portals, BHU & AMU. 'Contact us' feature was also available on the library portals except one. The score for the feature is 85.71%. FAQ (frequently asked questions) and feedback were absent on the web portals of libraries. Library statistic was also present only on one library portal i.e. AMU. New arrival feature is present on only three portals.

Number of hits/ visitors scored 85.71% as only one library had the absence of this feature.

It was found that in the category AMU provides the maximum information followed by the BBAU, BHU and SNU. KGMU and SU were at the same score after them and AU provided the least information.

7.2 Library Collection: e-resources and physical resources

Category 2: (13 fields considered and checked)

Table 2: Information about collection of libraries

S No.	Library Collections	BHU	AMU	AU	BBAU	KGMU	SNU	SU	%
1	Books	1	1	1	1	1	1	1	100
2	Periodicals	1	1	1	1	1	1	1	100
3	Bound Volume	1	0	1	0	1	1	0	57.14
4	Special Collection/Rare Books	1	1	0	1	0	0	0	42.85
5	Manuscripts/Archives	1	1	0	0	1	0	0	42.85
6	Microform	0	1	0	0	0	0	0	14.28
7	Films	0	0	0	0	0	0	0	0
8	Thesis/Dissertations	1	1	1	1	1	1	0	85.71
9	Maps	0	1	0	0	0	0	0	14.28
10	Electronic Resources	1	1	1	1	1	1	1	100
11	e-journals	1	1	1	1	1	1	1	100
12	e-books	1	1	1	1	1	1	1	100
13	e-databases	1	1	1	1	1	1	1	100
	Total	10	11	8	8	9	8	6	_

1= presence, 0= absence

Table 2 shows Library Collection

In **table 2** the collection in the libraries whether print or online had been categorized. As the presence of collections on the library portals seek the attention of the users. Thirteen features/ resources (print as well as online) were selected to see the availability of the collection. It was found that all the library portals had the information about the books, journals, e-resources, e-books, e-journal and e-databases scoring 100% closely followed by the presence of dissertation/ theses. Only SU had not shown the information about the bound journals

(57.14%). Manuscripts were shown on only three university library portals (42.85%) and microform and maps were shown only on AMU. None of the portals have the information about the films. The maximum information about the collocation were provided by AMU and BHU scoring 11 and 10 respectively followed by KGMU scoring 9. AU, BBAU, SNU got the same and SU provided the least information of them all.

7.3 Library services Category 3 (15 fields considered and checked)

Table 3: Information about the library services

S No.	Services	BHU	AMU	AU	BBAU	KGMU	SNU	SU	%
1	OPAC	1	1	1	1	1	1	1	100
2	DDS	0	0	0	1	0	0	0	14.28
3	Bibliographic Services	1	1	1	0	0	0	0	42.85
4	Reference Services	1	1	1	1	0	1	1	85.71
5	Reprographic Services	1	1	1	1	1	1	1	100
6	Indexing Services	0	0	0	0	0	0	0	0
7	Reading Room	1	1	1	1	1	1	1	100
8	Internet Access	1	1	1	1	1	1	1	100
9	ILL	0	1	1	0	1	1	1	71.42
10	Book Circulation	1	1	1	1	0	1	1	85.71
11	Translation Services	0	0	0	0	0	0	0	0
12	Purchase Suggestions	1	1	0	1	0	1	0	57.14
13	CAS	0	1	1	0	0	1	0	42.85
14	Remote Access	1	1	1	1	1	1	1	100
15	Institutional Repository	1	1	0	1	0	1	0	57.14
	Total	10	12	10	10	6	11	8	

1= presence, 0= absence

Table 3 shows Information about the library services

Libraries are known for their collections and the services provided by them. Library services are also a very important aspect to consider while rating the portal of the academic library. Users are also aware about the services provided by their library. Table 3 evaluates the information about the library services for which fifteen items were identified. The most common and important feature is OPAC in the digital environment of the library. It provides information about the library holding. In the findings it was seen that all the academic library portals provide the information about the OPAC, reprography services, reading room, internet access and remote access of the online resources scoring 100%. From the total 85.71% library portals show the reference service and circulation service on their portals. Except two library portals all others show the Inter Library Loan service score 71.42%. Purchase suggestions and

institutional repository each scored 57.14%, out of seven library portals only four have that feature. Bibliographic services (BS) and Current Awareness Service (CAS), both have a score of 42.85%. Only three library portals had the information regarding the CAS and BS. Indexing services and translational services are the important services of the libraries but sadly none of the university library portals under study had information about it and so scoring zero. From the observation it was found that AMU had maximum information about the services (score 12), after that SNU (score 11), BHU, AU and BBAU scored 10 points out of 15 points. Least information was provided by SU and KGMU scoring 8 and 6 respectively out of 15.

7.4 Use of Web 2.0 services
Category 4 (2 fields considered and checked)

Table 4: Information about the use of social web technologies

Web 2.0 Technologies	BHU	AMU	AU	BBAU	KGMU	SNU	SU	%
Social Networks (Twitter/Facebook/LinkedIn/Others	0	1	1	0	0	1	1	57.14
RSS Feeds	0	0	0	0	0	0	0	0
Total	0	1	1	0	0	1	1	

1= presence, 0= absence

Table 4 shows Information about the use of Web 2.0 technologies

In the present era it is the need to do the marketing of your products as well the services. Since social media is very important and used by people, it can be used for the updating of the information, services, new arrivals and other information to the users. It is the involvement of Web 2.0 technologies to the libraries. Social media

include Facebook, Twitter, YouTube, LinkedIn etc. WhatsApp is the most used messaging app. It was seen that out of seven university library portals four of them are available on the social networking site (LinkedIn, YouTube, Twitter etc.) scoring 57.14%. RSS feeds help the users of the library to subscribe to feed, for the updates on the library portal but none of the library had updates regarding this.

Table 5: University-wise analysis

S No.	NIRF RANK (2023)	University	Category 1 (14)	Category 2 (13)	Category 3 (15)	Category 4 (2)	University Score (44)	Percent score (%)
1	5	вни	9	10	10	0	29	65.90
2	9	AMU	11	11	12	1	35	79.54
3	35	AU	4	8	10	1	23	52.27
4	42	BBAU	10	8	10	0	28	63.63
5	45	KGMU	8	9	6	0	23	52.27
6	62	SNU	9	8	11	1	29	65.90
7	87	SU	8	6	8	1	23	52.27
		Category score	59/98	60/91	67/105	4/14		
		Percent score	60.20	65.93	63.80	28.57		

Table 5 shows Category wise University

In this category the universities comparison was done in the matrix form. By the category score and information available on the library portals it was seen that maximum information was present on the AMU. At the second position BHU and SNU had the score of 65.90%. While AU and KGMU had the lowest score. Category wise analysis results show that 'category 2: Information about collection in the library', has a maximum score (65.93%) then the 'category 3: information about the library services' scores 63.80%. Category 1 arrives after that having the score of 60.20%, it's the 'general information on the library portals. 'Category 4: Use of social media' found the least attention paid category. It was seen while doing the observation on the portals of the university libraries that they are providing the services which are under the categories but not have included in the portals.

8. FINDINGS:

- 1. It was found that all library portals provide the field 'about us', photo gallery and score full in that parameters. Apart from that leaving the one library portal, all others provide the general information of directory, library rules, membership details, contact us and hits. Library location, floor charts, and new arrivals were available on some of the web portals, four to five portals provided that information. Date of update and library statistics come at the very least part as only one or two university library portals had this information. None of the portals have the information about the FAQ and the feedback.
- 2. On the collection of library portals all the portals have the information about the books, journals, eresources, e-databases, e-journals and e-books. Though

in some cases they were under the university intranet service so non-member not able to access or see the information regarding that. Except one, all other portals had thesis/dissertation information but none of them had the films records Bound volumes. Rare collections/ archives had the least score. Microfilms and maps score very less, maybe because the online material available on the e-resources fulfilled the need of the user.

- 3. Library services were the important aspect in the digital environment as from the manual services the digital services demand had increased in the users. It was found that all the library portals were providing the OPAC, internet facility, remote access, reading rooms and reprographic services to their users. It is closely followed by the reference services, circulation services and interlibrary loan respectively. Purchase suggestions and institutional repositories were only four of the library portals, only three library portals had the current awareness services and bibliographic services. DDS was provided by only one of the library portals. None of the portals have the indexing services, translational services. Here the point to be noted is that some of the services were not directly seen on the portals but described in the attachments, reports, and pdf. Files in the portals. So deep study was done to get the result.
- 4. From the table 1 to table 3, the most preferred contains on the library web portals of the universities, are:
- (a). In general information: History/ About us and Photo Gallery. It is closely followed by New Events/ Updates, Directory, Membership, Contact Us and Hits.
- (b). In collection: Books, Journals, Electronic Resources including, e-journal, e-books, & e-database. After that Thesis/ Dissertation.
- ©. In library services: OPAC, Reprographic Services, Reading Room, Internet Access, Remote access. Then Reference Services & Book Circulation.
- 5. Out of seven library portals four of them are linked to the social media platforms from which some libraries have their official accounts while some are attached to the parent organization/ university account. RSS feed is not popular among them as none of the portals had the description about it.
- 6. From the under-observed university library portals AMU had the maximum of the information and found to be at the top position among them all after scoring (59.54%) and found to be the best library portal. BHU and SNU closely followed it (65.90%). The AU, KMGU and SU scored 52.27% came at the lowest step.

9. DISCUSSIONS:

The points of discussion to be found on the library portals as:

i. User connectivity. Portal had the missing feature of FAQs and feedback. They didn't provide any mechanism to get the user's feedback about the portal services and resources. Frequently asked questions feature help users to get most of the information regarding the services and resources, but the feature was missing, these features are helpful in improving the services for the near future. New arrivals are also a very important service to connect with the users about the

new purchasing done by the library which was absent on some of the library portals. Purchase suggestions were also not common among the portals which is also one of the important features to study the user's demand. Though the social network was present on most of the portals and universities are moving towards the networking sites for the promotion and marketing of their resources and services. Reason could be the lack of policy about social media in the universities.

- **ii.** Currency: Most of the library portals didn't provide the information of the update, or date of update. Reason can be the non-availability of the full-time staff for it.
- **iii. Transparency:** Library statistics show the openness of libraries and play an important role in the decision-making process, it was found absent on most of the library portals.
- **iv.** Collection visibility: The rare book collections, manuscripts, microforms and maps are either very less in number or not available in the collection. In the digital era heaps of information is available and to store that microforms play an important role so librarians have to pay attention towards these collections. Maps and films were absent, the reason may be the presence of them on the online material.
- v. Online service: Almost all the library provides the online services but were lacking in the traditional services like the indexing service, translational service. Only one library portal provides the DDS (document delivery service). Bibliographic service, current awareness service, were also lacking on the portals of many of the libraries under study. Reason could be that now all these services are provided by the publishers, digital platform providers. Institutional repository is also provided by the only four universities; reason may be others have it on the intranet service of the university so are not able to view it publicly.
- vi. Uniformity: There is no uniformity in terms of contents and services of the library portals, none of them similar, differ in formats, regarding the information, because there are no norms for the common framework for it, so according to the service providers and information technology expert there is no uniformity.

10. SUGGESTIONS:

There should be a minimum framework, mandatory content that must be on the library portal and guidelines for the library portals which give the uniformity and ease to search information and resources. The higher education organization takes the responsibility for it. That would help librarians to train their staff uniformly. Higher accreditation organizations include library portals as one of the evaluation methods so that every university library should manage and provide the portal services to its users.

Libraries would also increase the connectivity of their users with the use of library portals for example by using 'ask a librarian', 'contact us' etc. services. Library should increase the information about the rules, library opening hours, regulations, policies of the library, current information, new arrivals, library statistics and hits and collect the feedback of the users. To see the need of resources by the purchase suggestion item on the

portal. Library should also be active on the social media platform to provide the happening and events of the library.

Library should develop the system to provide the popular offline services on the online mode as current awareness services, document delivery services and bibliographic services through some of the libraries are providing these services online also.

There must be a full time professional who would be an expert in library and information technology services and have knowledge about both fields. Libraries should have the IT support from the university to carry the services on the portals.

11. CONCLUSION:

Library portals are the important platform to provide the online resources and services to the users, at anytime, anyplace and anywhere. Portals provide the single platform to search the library without physically visiting the place. In the study the evaluation of the continents was done on the selected university library portals. It was found that all observed university library portals are different to each other, some of the portals are lacking behind in providing the basic information. Some of them are in the university intranet so no outsider can see the information, resources and services of the library portals as AU have services on the university intranet, so most of the information of AU was collected by verbal communication from the library staff. The finding will help the IT team to develop the portals and include the basic information on it.

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APPENDIX 1

Data was collected from the time interval (06.06.2024 to 13.06.2024)

S No.	Name of University /Location	Category of University	University Website	Library Website	NIRF Rank 2023	Code for universi ty
1	Banaras Hindu University/ Varanasi	Central	https://www.bhu.ac.in/ Site/Home/1_2_16_Ma in-Site	https://www.bhu.ac.in/ Site/UnitHomeTemplat e/1_3240_4531_Main-	5	вни
2	Aligarh Muslim University/ Aligarh	Central	https://www.amu.ac.in/	https://www.amu.ac.in/ libraries/maulana-azad- library	9	AMU

3	Amity University, Noida/Gaut am Buddha Nagar	Private	https://www.amity.edu	http://library.amizone.n et	35	AU
4	Babasaheb Bhimrao Ambedkar University/ Lucknow	Central	https://www.bbau.ac.in/	https://www.gbl.bbau.a c.in/	42	BBAU
5	King George's Medical University/ Lucknow	State	https://www.kgmu.org/	https://www.kgmu.org/ campus_library.php	45	KGMU
6	Shiv Nadar University/ Gautam Buddha Nagar	Private	https://snu.edu.in	https://library.snu.edu.i n/	62	SNU
7	Sharda University/ Greater Noida	Private	https://www.sharda.ac.i n	https://www.sharda.ac.i n/library	87	SU