ACADEMIC LIBRARIES IN TOTAL QUALITY MANAGEMENT

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Abstract:
The Implementation of TQM in the academic library is a useful way to evaluate the quality of the library services and provides opportunity for improvement. Quality is the user's satisfaction through a service. Total Quality Management acts as a management tool which systematically powerful internal and external user orientation. Due to dynamic changes in the field of Library and Information Services, academic libraries have been necessarily forced to learn the methods and materials of different formats to exhibit excellent performance to satisfy their customers through fulfillment of their needs of information. Library professional and other human assets involved in the TQM process the paper highlights about the importance of total quality management, quality assurance and its benefits in academic libraries.

Keywords: TQM, Total Quality Management, Academic Libraries, Management, Quality Assurance.

Introduction:

User's satisfaction has increasingly become the cardinal principal of any successful management. In the recent era it could be noted every organization strive to perform and excel in such a manner to withstand in the highly competitive world to please their customers. Library and Information Science is no exception to it and hence they also engage in the attempt to satisfy the stakeholders of all kinds seeking the learning resource centers. Total Quality Management Systems in their organizations and started to continuously improve their services to the users. TQM is one of the most power tools which act as a management tool which methodically come into sight to offer outstanding quality products and services to stake holders. The Total Quality Management was developed and given a scientific shape by an American Statistician Dr. E Edwards. Globalization issues have prompted the move to ensure quality, and Higher Education Institute has been propelled quickly to adopt quality models and standards with an intention to survive in the increasingly global market.

What is quality? Each simply the meaning of quality is user's satisfaction through product or by service. The user in the academic library is the user/reader/student. Here the user is not an outsider, but part of the academic community. As a response of this challenge of quality, India's University Grants Commission has set up NAAC, the National Accreditation and Assessment Council. NAAC conducts audits and inspections on the quality of service provided by educational institutions, including library service.

The primary purpose of an academic library is to support the teaching, research, and Others academic programs of its parent organization. An academic library is part of a service

Organization delivers products personally to the user. The main objective of an academic library is to provide quality library services to its users. User's satisfaction of their information needs is very much important in the qualitative management of academic libraries.

Quality Assurance in Academic Library:

Library is the heart of the academic setup. The libraries play at the centre of the stage in all the functional aspects of University in teaching, research and extended activities. In order to achieve the academic excellence and developments there is a strong urge for the quality improvements and modernization of libraries. The changes in higher education across global level is highly dynamic and hence libraries under the thrust and uncontrolled by various factors. This is due to technological changes, revolutionary effects in information technology, policies such as globalization, internationalization process and the global business in higher education. The most popular worldwide quality management systems and well recognized by most organizations at the global level is ISO 9000. It is a system that offers a promise to the end users that they will be offered with quality products and services confirming to the international standards. Based on the standards fixed by ISO, organization must decide quality objectives and policies and should also strictly adhere to the same without any defects. Once when the organizations realized the need for quality assurance, evolved suitable policies and objectives then it could be ascertained that that

organization started to implement quality management system in their organization.

Quality management in an Academic Library

In academic library the user satisfaction means fulfilling expectations. Librarians must find out what readers want and concentrate upon providing it. Designing an appropriate service means asking

> ➤ Who are the customers
> ➤ What do they want?
> ➤ What can the organization provide?

In a library there are basically two types of user those who are in a hurry and those who want to kill time. An academic library has to identify these and serve them accordingly.

Total Quality Management:

TQM is an effective system for integrating the quality development, quality maintenance and quality improvement efforts of various groups in an organization so as to enable production and service at the most economical level which allows for full user satisfaction. TQM is a system of continuous improvement employing participative management on the needs of users, some key components of TQM are employees involvement and training, problem solving team, statistical techniques and methods, long term goals, positive thinking,. Academic Libraries are ideal place to implement TQM. They are service organization dedicated to their users. Total quality management is an approach that an organization takes for improving its performance on systematic and continuous basis. This is achieved by involving all employees throughout the organization in satisfying all requirements of every user, whoever the customer may be either external or internal. Quality Management is the basis for library management in general. Such principles of TQM as meeting the user needs, exact assessment, continuous improvement, team work and enthusiasm of the leaders are typically for library services.

TQM Principles for academic library

- Good Governance
- Continuous improvement
- User focus
- Universal Responsibility
- Utilization of entire manpower
- Benchmarking

Quality Standards

Within quality management, a variety of quality management standards, evaluation forms and schemes for self-appraisal have evolved. These standards are practice-oriented tools whose basic function is to create and sustain confidence in a user-supplier relationship and provide a systematic approach to quality management. The ISO 9000 series of standards is widely used as the most recent international standards for quality management. In the LIS Sector, the Common Communication Format (CCF) evolved as the bibliographic format.

Importance of TQM in Academic Libraries

The importance of TQM for libraries is not only centered around the user's needs but also in anticipating and exceeding the demands of the fast changing environment of service delivery in libraries. Most libraries today operate according to a strategic plan containing vision and mission statements, goals and objectives and short-, medium- and long-term plans. To make this all effective, TQM requires that the management of the library commit itself to the process and actually set the example in displaying a commitment to continuous quality improvement. Implementing TQM as part of the future plans of a library consists in not only changing certain procedures, but a total rethink of all operations, where the culture is quality-driven, user oriented and marked by teamwork and quality service to the users. Following points to be consider while applying TQM in academic libraries.

- TQM process is teamwork process so the staff of academic library must be involved.
- Management role is very important.
- Librarians should be trained on par with the institutions of national importance.
- High Quality services, Quality Collection
- TQM requires a basic re-orientation from the media stock towards user and markets.

For TQM a result oriented approach, not the input of resources, is of vital importance.

- The effort necessary for implementing TQM is at the same time rewarding for both staff and institution Improvement of the institution in which they work, a strengthening of that

Institutions position and more opportunity of staff to influence their own work. The management of quality in libraries, as a management method that allows the improvement of performance, has been the object of interest for the managers of these services. In this context, that permits the reality of the information service is essential to better adequate and quality proposals.

Principles of TQM

- Publish library information brochure or bulletin
- Conduct a user survey about library services.
- Extend library hours
- Use of library software
- Improve the physical layout of the library.
- Conduct Library orientation programme.

- Publicize new or changes services.
- Save the time of users.
- Use of Library OPAC
- Use of Library MOPAC

Benefits of TQM:
- Continuous improvement in quality as well as services of academic library.
- Leadership
- Decision Making
- Management Support
- Improves the level of training given to staff, thus increasing skills.
- Results in better quality of services
- Developed satisfied user base.
- Increase staff morale

Conclusion:

Libraries must implement TQM for better management of academic library. Academic libraries depend on their user and should understand present and future needs of their users and strive to exceed user's expectations continuously. Quality of the academic library can be described right time as well as doing it right the first time and doing it right each time. It requires continuous improvement. The whole process of TQM aims at introducing a new cultural change which is likely to bring about greater participation of the employee to achieve the goals and objectives of the academic library.

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