TOTAL QUALITY MANAGEMENT IN LIABRIES : A PERSPECTIVE APPROACH

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ABSTRACT :

Quality is the library deals with everything the library does towards the satisfaction of their uses. Activities that will encourage users to regard the library as one of the best. Those activities are highly satisfactory to the users. The quality is a measure of the achievement of the library activities in terms of user satisfaction. Total quality management deals with the product/service in its totality. This paper focuses on TQM for libraries.

Key Words :Total Quality Management ,Library Management

INTRODUCTION :

The word Quality has many different meanings ranging from conventional to those that are strategic in nature. Conventional meaning of quality usually describe a quality as one which looks good, works well, which is reliable etc., Strategic meaning of quality is concerned with "meeting customer requirements". When a manufacturer is able to meet the exact   requirements of the customer consistently then that is called as Quality. Quality then need not always mean good, reliable, long lasting etc. If the manufacturer provides what the customer demands (good or bad) then that is Quality.

By Deming Webster's Dictionary

TQM is "a system of continuous improvement employing participative management and centered on the needs of customers" (Jurow & Barnard, 1993). Key components of TQM are employee involvement and training, problem solving teams, statistical methods, long-term goals and thinking, and recognition that the system, not people, produces inefficiencies. Libraries can benefit from TQM in three ways: breaking

down interdepartmental barriers; redefining the beneficiaries of library services as internal customers (staff) and external customers (patrons); and reaching a state of continuous improvement (Jurow & Barnard, 1993).

Why Libraries should Adopt TQM

Libraries are among the most ancient social and cultural institutions in existence. Ancient libraries as well as modern ones have one thing in common: all of them have a body of information recorded on a them have a body of information could be retrieved when needed. The accessibility of information requires good organizational ability from those who are structure of the organization where desired information is retrieved and made accessible efficiently and in a timely manner to the users. Creation and maintenance of such a structure requires an effective management process that facilities work towards the goal.

Today technology has changed our social and economic life. In the workplace methodologies change people work at home or o the web with flexible time table, and more and more virtual communities are emerging in different fields. The most important stakeholders in the library are customers, providers of subsidies, staff and other libraries. These stakeholders are interested for various reasons, in the introduction of TQM. The introduction of TQM makes great demands on the staff. The following factors in particular need to be taken into account.

TQM involves a process of change and therefore requires of staff that they be ready to play a constructive role in that process.

TQM requires a basic re-orientation from the media stock towards customer and markets for TQM a result oriented approach, not the input of resources, is of vital importance.

A strongly hierarchical organization with fragmented responsibilities is not well suited to the introduction of TQM since all staff needs to feel a responsibility for influencing quality.

The effort necessary for implementing TQM is at the same time rewarding for both staff and the 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.

Quality can be described right time as well as doing it right the first time and doing it right each time. It requires continuous improvement. In this context of the library, it can be described as :

Q - Quest for excellence of knowledge

U - Understanding the user's demand

L - Leadership quality for librarian

I - Involving all staffs

T - Team spirit for achieving common goal

Y - Yardstick to measure progress

There are various aspects of dimensions of quality that are utilized by a user to evaluate library service:

Performance -Performance of library services according to the user's need.

Features - Special features of library, that appeals to users.

Access - Approachability to library and easy access to document.

Competence- Possession of special skills and knowledge required Performing the library services in the changing content.

Responsiveness -Whole-heartedly endeavor to provide services as soon as possible.

Courtesy - Respects, politeness as tidy appearance of library staff

Communication -Listening carefully to the users educating and informing them in the language in which they can understand easily.

Reliability : Providing reliable information thus making users free from Doubt and confusion

Credibility Trust worthiness, belief having the user's best interest at heart.

Tangibles -The physical evidence of various services, tools, equipments, and latest information technologies.

Availability- Unlimited access to the library

Maintainability -Restoration of service immediately if it has failed at any juncture.

CONCLUSION :

Libraries are apt places to implement TQM. Libraries are service organizations dedicated to their users (customers). By formulating a strategic plan, and following it with a commitment to continuous quality improvement, library managers can transform and improve their organizations .

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