



Application of Total Quality Management in University Libraries with Respect to the Library Services

KEYWORDS

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ABSTRACT *This paper discusses about the application of TQM with respect to library services in a University Library. The Total Quality Management is a management approach centered on quality, based on the participation of an organization and aiming at long term success. This is achieved through customer satisfaction and benefits of all members of the organization and society. It is an approach adopted by Libraries and is anxious to reduce the operating expenses by following this TQM principle.*

INTRODUCTION

Total Quality Management is a management concept and is created by W.Edward Deming. The method of TQM represents a new age in the management of an organization. Many libraries have embarked on plans for implementing quality-related philosophies such as TQM. It is well known that TQM is a management method that libraries can benefit from it in several ways.

Today, all kinds of organizations are becoming customer oriented organizations to survive in this world. So, they need to provide quality products and services to their Customers. Total Quality Management (TQM), provides the tools and the direction to improve quality. Libraries have always been committed to provide a high quality of services to its users. In the past, consuming more resources, buying more books, and moving to large premises are considered as improving quality.

But that approach is not valid today. One of the good solutions to improve quality is to provide right information to a right user in the right time. The method of TQM represents a new age in the management of an organization. Its elements such as participating management, the personnel training and the responsible service of customers, are views that libraries already driven by. As a result of this, the libraries are up to improving these principles, which already have been valued positively by them and put them partially in practice.

TQM IS BASED ON THE FOLLOWING CONCEPTS

- 1) Change must be based on needs of the customer, not the value of the provider.
- 2) Lack of achievement most likely is caused by system failure rather than by individual

Performance: therefore, problem solving focuses on the process and joint responsibility rather than on improving individual output.

- 3) Decisions for improvement must come from providers of the service (product) rather than from top managerial authority.
- 4) The emphasis must be on continuous improvement rather than on meeting a specific standard. TQM calls for flexible planning and a climate of continuous change.

OBJECTIVES OF THE TOTAL QUALITY MANAGEMENT

- 1) To develop a conceptual understanding of the basic principles and methods associated with TQM.
- 2) To develop an understanding of how these principles and methods have been put into effect in a variety of organizations.
- 3) To develop an understanding of the relationship between TQM principles and the theories and models studies in traditional management

- 4) To do the right things in a right time.

THE CONCEPTS OF TOTAL QUALITY



PILLARS OF TQM

Creech (1994) listed five pillars of TQM that provide a strong foundation for TQM managed organizations. This can become the focus of improvement in technical and vocational education for their transformation.

The five pillars of TQM are:

- 1) Product (Service)
- 2) Process
- 3) Organization
- 4) Leadership
- 5) Commitment

As an explanation of the five pillars, the product (or service) is the focal point for organization purpose and achievement. Quality in the product (or service) is impossible without quality in the process. The right organization is meaningless without the proper leadership. Strong, bottom-up commitment is the support for all the rest. Each pillar depends upon the other four, and if one is weak all are weak.

BENEFITS OF TQM IN LIBRARIES

If implemented carefully in libraries, quality management principles yield positive benefits

- Incremental changes lead to continuous improvement – quick solutions may yield only partial results.
- Forces library managers to develop leadership skills interested of replaying on power within position to obtain results.
- Increase staff participation in decision-making, thus increasing the feeling of "Ownership" of decisions and directions once charted.
- Improves the level of training given to staff, thus increasing skills.
- Helps break down barriers between library departments and improves Communication within the organization.

- Provides a method of improving services to users in a period to similar resources

Library Services:-

- 1) Membership Services
- 2) OPAC Service

- 3) Current Awareness Services
- 4) Reprography Services
- 5) Circulation Services
- 6) Reference Services
- 7) Textbook Services

Analysis of the Library services is shown below in tables.

TABLE: 1 LIBRARY SERVICES

SL.NO	DESCRIPTION	E	%	VG	%	G	%	A	%	P	%	Total
1	Membership Service	23	19.16	30	25.00	50	41.66	10	8.33	7	5.83	120
2	O P A C (Online Public Access Catalogue)	18	15.00	28	23.33	45	37.55	21	17.50	8	6.66	120
3	Current Awareness Service	19	15.83	29	24.16	49	40.83	14	11.66	9	7.50	120
4	Reprography Service	6	5.00	15	12.50	53	44.16	35	29.16	11	9.16	120
5	Circulation Service	26	21.66	28	23.33	39	32.50	15	12.50	12	10.00	120
6	Reference Service	20	16.66	24	20.00	36	30.00	21	17.50	19	15.83	120
7	Textbook Service	14	11.66	24	20.00	54	45.00	20	16.66	8	6.66	120

Samples taken for this study: PG Students 10
UG Students 110
Total 120 students

lent. 28 students rated it very good and 45 students rated as good. But 29 students have suggested/felt in improving this service.

TABLE: 2 MEMBERSHIP SERVICES

DESCRFIPTION	NO.OF RESPONDENTS	PERCENTAGE
EXCELLENT	23	19.16%
VERY GOOD	30	25.00%
GOOD	50	41.66%
AVERAGE	10	8.34%
POOR	7	5.84%
TOTAL	120	

Table 2 gives information about the service and functions of a library. Out of 120 respondents, 50 respondents felt that the service was good and 30 members felt that the service in the library is very good. 23 of the respondent felt that the library service is excellent. But 17 respondents felt the service is average and poor in the services.

TABLE: 5 REPROGRAPHY SERVICES

DESCRFIPTION	NO.OF RESPONDENTS	PERCENTAGE
EXCELLENT	19	15.83%
VERY GOOD	29	24.16%
GOOD	49	40.83%
AVERAGE	14	11.67%
POOR	9	7.51%
TOTAL	120	

Table 5 gives the details of Reprography Services. Out of 120 students, 19 students have felt that the service of Reprography is good whereas 29 and 49 students have ranked as very good and good but 9 students have proposed to improve this service in a better of access.

TABLE: 3 OPAC (Online Public Access Catalogue)

DESCRFIPTION	NO.OF RESPONDENTS	PERCENTAGE
EXCELLENT	18	15.00%
VERY GOOD	28	23.33%
GOOD	45	37.50%
AVERAGE	21	17.50%
POOR	8	6.67%
TOTAL	120	

Table 3 provides the access information by the students in OPAC (Online Public Access Catalogue). Out of 120 students, 18 students felt the service is good in OPAC services, 28 students felt that service of OPAC is very good, 45 students felt that service of OPAC is good and 29 students felt that service of OPAC has to be improve to cater the needs of the students.

TABLE: 6 CIRCULATION SERVICES

DESCRFIPTION	NO.OF RESPONDENTS	PERCENTAGE
EXCELLENT	6	5.00%
VERY GOOD	15	12.50%
GOOD	53	44.16%
AVERAGE	35	29.16%
POOR	11	9.18%
TOTAL	120	

Table 6 stresses the importance of Circulation Services in a Library. Out of 120 students, that the 74 respondents have welcomed this service as excellent, very good and good where as 35 students have graded as Average and 11 students suggested to improve this service.

TABLE: 4 CURRENT AWARENESS SERVICES

DESCRFIPTION	NO.OF RESPONDENTS	PERCENTAGE
EXCELLENT	18	15.00%
VERY GOOD	28	23.33%
GOOD	45	37.50%
AVERAGE	21	17.50%
POOR	8	6.67%
TOTAL	120	

Table 4 provides the information about the Current Awareness Services in a library. Out 120 students, 18 students are satisfied with this service and they have rated it as excel-

TABLE: 7 REFERENCE SERVICES

DESCRFIPTION	NO.OF RESPONDENTS	PERCENTAGE
EXCELLENT	26	21.66%
VERY GOOD	28	23.33%
GOOD	39	32.51%
AVERAGE	15	12.50%
POOR	12	10.00%
TOTAL	120	

Table 7 gives information about the Reference Services in the Library. Out of 120 respondents, 26 students have graded as excellent, 28 students have graded as very good and 39 students have graded as good and 27 students expressed their desire to improve this service.

TABLE: 8 TEXTBOOK SERVICES

DESCRPTION	NO.OF RESPONDENTS	PERCENTAGE
EXCELLENT	20	19.66%
VERY GOOD	24	20.00%
GOOD	36	30.00%
AVERAGE	21	17.50%
POOR	19	15.84%
TOTAL	120	

Table 8 gives information about the Textbook Service. Out of 120 respondents, 20 students have graded as excellent, 24 students have graded as very good and 36 students have graded as good to the above said service and 21 students expressed as average and 19 students are having opinion of Poor to the above said service.

Conclusion:-

Many libraries have embarked on plans for implementing quality-related philosophies such as TQM. It is well known that TQM is a management method, which libraries can

benefit from it in several ways. The main purpose of libraries activities is the continual focusing on users servicing, and the satisfaction of their demand. As an Academic Library, it serves the teaching staff, the students and

others. The library's collection includes Monographs, Pamphlets, newspapers, CD-ROM, Microfiches, etc. Libraries are the suitable to implement TQM. Libraries are the service oriented centers 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.

We have discussed the Total Quality Management and its applications in Library Services Section. The image of the library has also transformed. The requirements and expectations of the user's are changing day by day and their requirements are very high. The growth of the Academic library is measured by adopting the TQM principles. This study reveals that the application of TQM to the Library services is very useful and beneficial to the user community and also to the academic community.

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