Total Quality Management in Library: An Overview

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Abstract

This paper deals with definition of Quality, Total Quality Management (TQM). Explains elements and types of TQM, Components of quality services are discussed. Resource availability, reliability, staff responsiveness and caring are indispensable for accurate and quality library services.

Keywords: Total Quality Management, Continuous Improvement.

Introduction:

Quality! Quality is on every one’s lips these days because it can make the difference between success and failure in a very competitive world. Today quality means more than product reliability. Libraries are service organizations. Their worth is measured in terms of quality services and not in terms of units produced or rupees earned. The main objective of the today’s libraries is to provide quality services to users, So three Es i.e. Efficiency, Effectiveness and Economy are very important to each library. Total Quality Management is a measure to improve the existing system sometimes the term Total Quality Management (TQM) is considered as Re-engineering. The ultimate aim of Re-engineering Management is to provide users satisfaction by efficient and effective services.

What is Quality?

Joseph Juran defined quality “Fitness for use” fitness is to be defined by the customer.

ISO 8402, 1986 defined as quality is the totality characteristics of an entity that bear on its ability to satisfy stated and implied needs.

What is TQM?

Total Quality Management has been defined as per ISO 8402 as “The Management approach of an Organization, Centered on quality based on the Participation of all its members and aiming at long-term success through customer satisfaction and benefits to all members of the organization and to society”

Management is steps taken to produce services and products with continuous emphasis on producing the system to achieve best results. Quality is the meeting user’s needs on ongoing basis and total implies everyone in the library being involved in creating and maintaining quality of services and products offered by the library.

Elements of TQM:

To implement the Total Quality Management (TQM) in the library it requires some elements to be followed to maintain quality services.

1. Continuous Improvement:

To have quality in library output and services the librarian should adopt the approach of kaizen theory that leads to continuous improvement in system of library management.

2. Focusing on users Expectations:

Right resource to the right user at the right time e.g., Books, E-Books, Journals, E- Journals

3. Developing a Quality Measurement System:

If we want to improve ourselves we should first identify, where we are and what we are doing to achieve quality.

4. Root Cause Identification:

User’s dissatisfaction is symptoms of poor quality of library. However, the real cause of these problems are usually hidden and difficult to identify. The real cause may be poor technique or insufficient training to identify, these because we use techniques and tools like statistical process control, brainstorming.

5. Developing a communication system:

In order to satisfy users librarian must be aware of users liking and disliking. For this purpose a good communication system must be developed that can give us up-to-date information about users. There should be good relationship between user and Library staff. To improve the communication system suggestion and feedback system is very useful for each library. Online feedback system on Library Website.

6. Employee Motivation:

One of the important questions facing to librarians how to motivate the library staff. Librarian should allow his staff to be involved in the decision making process is the only way to motivate them to work towards quality improvements of the library.

7. Training for Quality:

Libraries are service institution and librarians are the heads of such institution, Each and every Librarian need to be trained in quality management objectives and tools. So that they have a good understanding of the work. Only a training
program that will give library staff real understanding of the reasons behind the process of their work can help improve the quality of library services.

8. Performance Superiority:

Performance superiority refers to provide valued and in time information to users.

9. Be-Users-Centered:

Mahatma Gandhi said “A customer is not an interruption of our work. He is the very purpose of it.”

Every library has number of users they may be students, faculty members, non teaching staff, management trustee, all the user rely on the work of library to get their information (Books, Journals.) needs satisfied to be user centered. Librarian would anticipate the needs of users, listen the users, and acquire the knowledge how to respond appropriately to students and faculty members. Listening to users is a major part of success to each librarian.

10. Doing with planning:

This reveals that library must have a plan and must refine the process to point where the services provided to users are exactly planned.

11. Doing with right things:

This element emphasizes on the important of ensuring the things that are to be done in the library, which add value and importance to the final output, whatever the librarians feels to be a thing and is to be done to achieve some good results. That would be done on priority basis to achieve the desired goals of library. All libraries should do the things well so they can add value to the user’s point of view.

Types of quality

1. Product based quality

Adoption of systematic processing is the product based quality. This type of quality is essential be followed in library output and services to maintain quality in managerial practice of librarian.

e.g. Correct Data entry in the library software, Correct classification number, Correct Rack position and self code to the books.

2. User-based quality:

In this kind of quality the product is evaluated by determining its ability to meet the desires and expectations of the users. The user satisfaction survey leads the maintenance of this type of quality.

e.g. Student feedback about library & its services.

3. Output Based Quality:

Output Based Quality of library management can be measured by verifying how the output and services of library are complied with design of work and frame of policies, rules, regulations and procedures that are prescribed and laid down by library management (ISO Procedures) the closer the match between the expected output and actual achievement is the quality. Prescribed time for issuing of a book are to be designed perfectly to save the time of students and staff also to cater the needs of users at the level of their satisfaction with information needs that are to be proved the high quality services this total environment of library corresponds to the conformance to output based quality.

Five Components for Quality Services

1) Responsiveness:

Willingness to help library users with prompt service. Timeliness is crucial for quality information service.

e.g. Reference Service, E-Mail reply.

2) Reliability:

Library users have confidence and trust that information delivered to them is accurate and current.

e.g. OPAC service, OPAC service, WEB Internet Service, Photocopy Service.

4) Caring:

That the library staff is able to provide friendly and personalized attention to each user. For specialized and personalized services library staff should be able to search and retrieve information from other library or from www information to specific users.

5) Environment friendly:

The library should provide proper learning environment to its users. Continuous maintenance of computer systems and equipments should be given priority.

CONCLUSION:

To implement the Total Quality Management (TQM) in the library, Librarian should adopt Kaizen theory that leads to continuous improvement of the library. He should focus on user expectations, He should keep in mind the aim of Dr. Ranganathan’s five Laws, and i.e. User should get right information at the right time. Librarian should develop user-focused services. Librarians must be developed good communication with users, Publishers Representative, Vendors, etc. Training for quality is very essential to every library professionals, so the attitude of library staff can make crucial change in the library services.

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Quality is never an accident, it is always the result of an intelligent efforts
John Ruskin