

TOTAL QUALITY MANAGEMENT AND USER SERVICES OF JAWAHAR LAL NEHRU UNIVERSITY CENTRAL LIBRARY, NEW DELHI

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Abstract: - *This paper aims to explore total quality management and users services of the Jawahar Lal Nehru University, New Delhi, their ways and methods of quality management, to acquire and use library services effectively. A well structures questionnaire was administered to collect data. Personal interviews were conducted to fill in the gaps if any. Collected data was analyzed with the help of SPSS. The major findings of the study are that a majority of the respondents use library services to support their research activities and to update their knowledge in their subjective areas. For current knowledge, most of the respondents use internet daily and read e-resources. On the basis of the findings, suggestions have been put forth to make the quality and services more effective.*

Keywords:- services, quality, library

Introduction:-

Young at thirty years, as universities go, what has lent strength and energy to Jawaharlal Nehru University is the vision that ideas are a field for adventure, experimentation and unceasing quest and diversity of opinions its chief premise. In the mid 1970s, when JNU opened its ways to educators and understudies, outskirts disciplines and new viewpoints on old controls were conveyed to the Indian college framework. The brilliant instructor understudy proportion at 1:10, a method of direction which urged understudies to investigate their own particular inventiveness as opposed to repeating got

learning, and a solely inner assessment were another analysis on the Indian scholastic scene; these have stood the trial of time. The very Nehruvian destinations installed in the establishing of the University, national joining, social equity, secularism, the fair lifestyle, worldwide understanding and logical way to deal with the issues of society had incorporated with it steady and vivacious Endeavor to recharge information through self-addressing. Even as class room teaching and, work in the library and the laboratories have their share in the mode of instruction, personal interaction between students and teachers and among students themselves form

an extremely important and lively medium of generation and transmission of knowledge. In some cases high decibel debate about the legitimacy of hypothetical premises or social substructures of a specific logical or monetary proposal do overflow from the class and inn rooms onto the center of the grounds streets, now and again causing movement bottlenecks. Cheerfully, these have never caused a street mischance! The yearly Students Union decisions are directed altogether by understudies. Furious blurb and toon wars, verbal duels and aggressive yet tranquil gathering gatherings are a watchers' pleasure amid the races. Savagery is the main outsider on the grounds.

A few Centers in these Schools have been proclaimed by the UGC to be Centers of 'Perfection'. These are Center for Historical Studies, Center for the Study of Social Systems, Center for Political Studies, Center for Economic Studies and Planning, Center for the Study of Regional Development, all in the School of Social Sciences. Furthermore three Science Schools- - School of Physical Sciences, School of Life Sciences and School of Environmental Sciences have likewise gotten the UGC acknowledgment as Centers for Excellence.

Potential Challenges

While TQM clearly has positive aspects, implementing it can have potential challenges as well. Jurow and Barnard (1993) identify four barriers to the adoption of TQM libraries: (1) vocabulary: objections to terms such as “total”,

“quality”, and “management” which improve that high standards are not already being met; (2) commitment: TQM takes several years to implement and requires a long-term commitment by library managers; (3) process: our culture tends to be impatient and we try to solve problems quickly, contrary to TQM’s careful process analysis; and (4) professionalisation: professional staff can be resistant to turning over their practices and services to what they perceive as the “uninformed whims of the customer”. Sirkim (1993) also notes that it is not possible to satisfy everyone’s demands; choices will need to be made.

Possibilities of TQM in University Libraries

The rapid growth of the library-focused TQM electronic discussion lists and TQM related articles in the library professional literature illustrates the interest of Library field in TQM and its various processes. A large number of libraries are at least considering if not actually implementing, this new-user oriented, teamwork-based process for continuous quality improvement.

Let us discuss, how the quality of library operations and services will be improved by implementing TQM. For example, let us see how the quality of acquisition service can be improved by TQM. Acquisition is one of the basic activities of a library. The process of ordering and acquiring the selected materials are known as acquisition. How TQM will help in improving the quality of acquisition function? A total quality tool ‘Flow

Chart' will considerably improve the quality of acquisition.

TQM Process in Practice

To which extent TQM process is in practice in libraries? The two surveys, one conducted for the LAMA Total Quality Management for Libraries Discussion Group using the TQMLIB (1994), and the other conducted by the Association of Research Library's Office of Management Services for its SPEC kit and Flyer (1993) on Quality improvement programs in ARL libraries brings out the facts.

The fact that TQM is a recent understanding for most libraries is shown clearly in LAMA survey. Both of the surveys point out that libraries undertaking TQM are in a variety of stages and are using a wide range of approaches, and a relatively small number of libraries were actively involved in formal quality programs.

Service Programmes

Academic libraries are following different approaches in their TQM process. Some academic libraries undertaking TQM or CQI (continuous quality improvement) as a library-wide effort address established library procedures on a step-by-step basis. In some of the academic libraries they are concentrating on quality improvement in specific services only such as Reference service, Technical service and Access service.

Service

The past decade has witnessed a remarkable spread in the use of total quality

management (TQM) practices in both manufacturing and non-manufacturing firms. Intense competition in the marketplace has caused manufacturing firms to search for a competitive edge in their manufacturing operations and processes. It has been argued that the use of TQM practices has a synergistic impact on organizational performance (Schonberger, 1991). More recently, empirical evidence suggests that there are direct and indirect relationships between the adoption of TQM practices and firms' performance levels. Other researchers have, however, expressed reservation about the benefits of TQM practices as a feasible and cost effective initiative TQM practices may be attributed to inadequate resources, negligence in making complimentary investments in organizational structure and human resources, and inadequate appreciation of system dynamics (Powell, 1995; Sterman et al., 1997).

Banker et al. note that, "...if increased competition is the primary basis for the renewed focus on quality today, it is important to understand how the quality improvement decision of a firm is linked to its competitors' choice of quality levels and the degree of competitive intensity between the firms". However, the issue of how TQM initiatives are influenced by the intensity of market competition has received only scant attention in the empirical literature on management accounting. The need to address this gap in the literature arises from increasing concern over under performing TQM initiatives, and questions about the relevance of quality

strategies in a highly competitive environment. Our study is motivated by the lack of empirical evidence on the impact of intensity of market competition on the relationship between the use of TQM practices and organizational performance.

JNU Central Library

The Library is located at the heart of academic complex. It has a carpet area of about one lakh sq. ft. a typical floor has a carpet area of about 6000 sq. ft. and the ground floor 50,000 sq. ft. library with fully air-conditioned Reading Halls is housed in a nine story building in the middle of the academic block of the university, and is the tallest structure in the campus. It has large collections of books, printed journals, newspapers and archives of primary sources in it. On the ground floor are located the reading rooms, a section of the stacks, the library's collection of the back numbers of scholarly journals, computer terminals, and the newspaper and journal section. The different floors are devoted to different subjects. Being in the middle of the academic complex, it is easily accessible from all the school/ centres in the academic complex.

Research Methodology

Research Population of the present study comprises of library staff and library users of JNU central library. In the present study, questionnaire and personal interviews have been used for the data collection. Stratified random sampling has been used represent both the categories.

These categories are as follows:

- a) Library staff
- b) Library Users = 50

Collected data has been analyzed

Analysis and Interpretation of Data Collected:-

Data collection is the systematic of information about Jawaharlal Nehru University; data analysis involves working to uncover patterns and trends in data sets; data interpretation involves explaining those patterns and trends. Collected data and Interpretation are related with Jawaharlal Nehru University Library. This information is given by Library staff and users. Total number of questioners is fifty and they are filled by users. Jawaharlal Nehru University Library's Information is given below from tables and their interpretations.

Theoretical Development

TQM practices are management techniques involving the measurement of actual manufacturing performance against rigorous quality standards. The core ideas of TQM practices include seeking opportunities to increase customer satisfaction, striving for continuous improvement and doing things right the first time. We rely on the seminal works on TQM as the basis for our theoretical arguments. An emphasis on improving customer satisfaction and reducing costs are the two factors that provide for common ground for each of these authors' approach to TQM. Each of them suggests that the most important TQM practice is user focus, which denotes that the primary goal of the organization is the delivery of goods and/or services to the satisfaction of its users. Deming (1982, 1986), for example, argues that doing it right the first time means less waste, less rework, and lower costs,

while Ishikawa (1985) claims that total quality control reduces costs over the long-term, not the short-term. These authors claim that the second most important TQM practices is product design, which suggests that employees must conform to the established product specifications, or changes thereof, from time to time. In this study, we focus on these two specific aspects of TQM practices.

During the production process, the customer may request access to the quality data used in statistical process control, to evaluate the quality of the goods. With high levels of product quality that meet customer specifications, it is much easier to keep the customer satisfied. It is suggested that gaining a better understanding of customers' needs should have a direct impact on customer's levels of satisfaction. In summary, the existing literature suggests that customer satisfaction has a positive impact on both market value and according returns. Thus, it can be concluded that TQM practices of customer focus are positively associated with organizational performance.

Product design is one of the most important aspects of the manufacturing process as it involves people from the entire process, including customers for product specifications, the production team for product manufacturability, marketing managers to ensure the product has a market, and purchasing managers to assure the parts are available for production. In the product design stage, customers must provide their own specifications, which the

product must meet (Schonberger, 1986). With the given specifications, the product can be designed with the customer in mind. Furthermore, the design of the product must be flexible enough to allow for future changes to be easily made, so that the costly process of redesigning the product is not necessary. Before manufacturing begins, the product design must be thoroughly reviewed, ensuring that every contingency has been covered. Prior studies suggest that product design reduces process complexity and process variance, and improves manufacturing processes. Thus it can be concluded that TQM practices that focus on product design are positively associated with organizational performance.

Methodology:-

The questionnaires were either mailed to the university libraries or faxed. The mail included a stamped envelope for returning the questionnaire and had an identification system to register the firms that had answered with the aim of allowing us to contact those who had not yet answered again to remind them to return the questionnaire.

Conclusion

JNU Library in question has vast collection and continuously going forward for collection development with various resources of their funds. Library and Documentation Division is given 100 lakhs us book grant. On a periodicals library is spending at least 500 lakhs funds on

books and periodicals. There is little university which has made provision of special funds for periodicals. Needless to say that CAS SDI and retrospective search services have gained momentum as first had impact of information system. Majority of the library are in providing CAS and SDI services.

Reference

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