

# **TOTAL QUALITY MANAGEMENT IN WOMENS' UNIVERSITY LIBRARIES IN INDIA: A STUDY**

## **ABSTRACT of Thesis**

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## **INTRODUCTION**

Total Quality Management/TQM is an integrative philosophy of management for continuously improving the quality of products and processes. TQM is a philosophy as well as a guiding principle that paves way for continuous improvement of any human endeavor. Its application improves various processes active within any organization and enhances customer satisfaction and hints at authentic implementation of the marketing concepts. In TQM term quality is analyzed in detail i.e. quality of products, quality of services, quality of staff management etc. In general quality relates to the characteristics or value of a product or service.

### **Importance of TQM in Academic Library**

Libraries offer a product as well as service to the society. Since its inception they were expected to deliver high quality service to the users along with being storehouse and preservers of knowledge and information. Their significance has immensely enhanced in age of information. These are the reasons library is sometimes referred to as Knowledge Resource Centre. Plenty of knowledge resources, purchase of books, having spacious accommodation are considered basics for quality improvement. Prompt and timely dissemination of service is another important aspect of quality. Drastic change in approach based on user requirements and user satisfaction is needed. It can only be achieved by incorporating Total Quality Management (Jain, 2012). Total Quality Management is a complete management system which focuses on compliance to management and user needs by providing quality services at a reasonable cost. It focuses on continuous improvement with collaborative role of all the members and emphasizes on team spirit in the library.

## **STATEMENT OF THE PROBLEM**

Study is entitled as “**TOTAL QUALITY MANAGEMENT IN WOMENS’ UNIVERSITY LIBRARIES IN INDIA: A STUDY**”. Specific study of womens’ university libraries in India is made in this study. It aims to explore current status of womens’ university libraries. Study will focus on quality and management of library collection, services, library staff and user satisfaction in central libraries of Womens’ University in India.

## **OBJECTIVES OF THE STUDY**

The objectives are set in accordance with the statement of problem of the study. These are as following:

- To explore the status of womens’ universities in India.
- To find out the strength of collection of printed and non- printed documents in central library.
- To find out job satisfaction among library staff.
- To find out the quality of services to users provided by library.
- To explore the level of management of library services.
- To identify the problems faced by staff with implementation of new technology in library.
- To explore the infrastructure of central library of womens’ universities in India.

## **HYPOTHESES OF THE STUDY**

Based on aforesaid objectives following hypotheses are formulated for the study.

**H<sub>1</sub>:** Most of library of womens’ universities have adequate collection of print and non- print documents.

**H<sub>2</sub>:** Most of libraries provide qualitative services to users.

**H<sub>3</sub>:** Level of management of library services in womens' universities is good.

**H<sub>4</sub>:** Most of library staff needs training to adopt new technology in library services.

**H<sub>5</sub>:** Most of libraries of Womens' University have efficient infrastructure facilities.

### **SCOPE OF THE STUDY**

Womens' universities throughout India fall within purview of the scope of this study. Affiliated to UGC there are only 10 exclusively womens' universities spread throughout India. These are as following:

**Shreemati Nathibai Damodar Thackersey Women's University (SNDT):** located at Mumbai, Maharashtra, India. Established in 1916, this is the first women's university.

**Banasthali Vidyapith:** also known as **Banasthali University** located at Banasthali Vidyapith, Distt. - Tonk, Rajasthan, India. Established in 1935, it is a Deemed University.

**Sri Padmavati Mahila Visvavidyalayam:** Located at Tirupati, Andhra Pradesh, India is a women's university. In 1983, it was established as a state university by an act of Government of Andhra Pradesh.

**Mother Teresa Women's University:** is public university located at Kodaikanal in Tamil Nadu, India. It was established in 1984 by enactment of Tamil Nadu Act 15.

**Avinashilingam Institute for Home Science and Higher Education for Women's:** sometimes also referred to as **Avinashilingam University**. It is exclusively for women's, located at Coimbatore, Tamil Nadu, India. It bifurcated from University of Madras in June 1987.

**Indira Gandhi Delhi Technological University for Women's (IGDTUW):** It is the first engineering university for women's at Delhi, India. It came into existence in 1998. Indira Gandhi Delhi Technical University for Women's (IGDTUW) was upgraded from Indira Gandhi Institute of Technology to a non-affiliating teaching and research University in May 2013 vides Delhi State Legislature Act 9, 2012.

**Mody University of Science and Technology:** established in the year 1998 by Shri R. P. Mody. It is located at Lakshmangarh, District Sikar, in Rajasthan, India.

**Karnataka State Women's University:** established in 2003 at Bijapur, Karnataka, recognized under 2(f) and 12(B) of the UGC Act. It is exclusively dedicated to women's education.

**Bhagat Phool Singh Mahila Vishwavidyalaya (Women's University):** first women's state university of Northern India, established by the Government of Haryana in August 2006. It is located at Village Khanpur Kalan, District Sonapat, Haryana.

**Jyoti Vidyapeeth Women's University:** established and incorporated by Rajasthan State Legislature Act 17 of 2008. It is located at Jaipur, Rajasthan, India.

## **SIGNIFICANCE OF THE STUDY**

Total Quality Management deals with customer satisfaction and benefits to the organization and society. Libraries are expected to be originators and high quality service providers to the users. The study deals with the application of Total Quality Management in the libraries of womens' university of India. It helps to ascertain the present status of womens' university libraries. It focuses on the efficiency of library services and its management, job satisfaction of library staff, user satisfaction etc. Barriers to the implementation of TQM, and attempt to its application in library are analyzed in this study.

## **LIMITATION OF THE STUDY**

The study is limited to the central libraries of state, deemed or private Womens' University of India. Only librarian or library in-charge of the concerned university were contacted. Another limitation of the study is to primarily focus on the users and library staff. Quality and management of library services and its resources like infrastructure, collection and staff etc. are examined.

## **RESEARCH METHODOLOGY**

Prime objective of the study is to depict status of womens' university libraries in India and evaluate incorporation of TQM within it. This study adopted survey method to collect facts and relevant data pertaining to womens' university libraries. This study focuses on infrastructure and application of Total Quality Management in womens' university libraries. Along with structured questionnaires used as main tool for data collection, other research tools like university websites, personal visits and informal interviews with librarian, library staff and users were also used.

Three questionnaires are developed namely for- Librarian, Library Staff and the Users. First questionnaire is meant for Librarian which aims to collect data about library infrastructure, services, management and status of application of Total Quality Management; second questionnaire deals with Library Staff aiming to collect data about job satisfaction and skill development issues; and third questionnaire deals with Users satisfaction and quality of library services. Multiple questionnaires based on objectives of the study are relevant to the research problem.

The data was collected from the librarians, Library Staff and library users from all womens' university libraries. The collected data was analyzed using various statistical techniques as response in percentage, average value and Chi-Square ( $\chi^2$ ) test with the help of MS excel and Quantpsy tool software. The analyzed data presented

through suitable tables, and various forms of charts i.e. column, pie, bar and doughnut.

### **MAJOR FINDINGS**

The major findings are purely based on data which collected through questionnaire from the University librarian, library staff and users.

#### ***From University Librarian:***

The study found that the first womens' university in India had established in 1916 however only 10 womens' universities has established out of 677 universities in India till now. The status of 10 universities exclusively for womens' including six state universities, two deemed universities and two private universities in India. The 10 womens' universities out of 677 universities in all over India looks very least number of universities, therefore the study suggested to established more universities for womens' in future.

The study found that all womens' universities have separate building for central library. SPMV library building is the largest building founded compared to other libraries, which has 38486 sq.ft. area with 600 seating capacity in study room and 300000 documents storing capacity in stack room. BU library is the second largest building which covers 33829 sq. ft. area and 400 seating capacity, while BPSMV library has found the smallest building of library which covers only 928 sq. ft. area in university.

The study found that only three womens' universities have librarian in their libraries, four libraries have deputy librarian, majority of libraries have assistant librarian and professional assistants as professional staff in womens' universities.

Regarding to library staff strength, BU library has the highest no. of professional staff and non- professional staff. BU library accepted that it has adequate staff but other libraries are suffering with the problem of inadequate staff.

The study found that all the libraries of womens' universities have adequate collection. BU library has the largest collection of printed documents and AU library has the second highest collection, while IGDTUW library has the least collection in printed documents. For the non-printed collection MUST library has the largest collection of e-resources. Most of libraries don't have audios and video films in e-collection. On the progress of collection development the study found that BU library has added the largest collection of books and SPMV library added the least collection of new books. Most of libraries are increasing their collection yearly.

The study found that all the libraries are computerized in womens' universities. These are using the various automation softwares as SLIM, LIBSYS, SOUL, KOHA and NEWGENLIB. Majority of library have digital library also. These are the members of WAN i.e. J-GATE PLUS, UGC-INFONET, DELNET and INFLIBNET. Majority of library provide link from home page of library websites to promoting the use of e- resources and also conducts orientation programs for users. All the libraries are improving their services with the use of IT applications.

Approximately all libraries of womens' universities provide various library services to their users with more additional services i.e. generate reminder for overdue books, recent addition list, access to internet in library and access to e- journals in library. All the libraries are based on user focus and achieving improvement in regular process.

The study shows the library budgets since five years to ensure the progress of library collection, services and maintenance. The study found that two libraries are increasing their budget allocation continuously since 2010-11 to 2014-15 and other libraries are getting ups and downs in their budget. Majority of library expends the budget to purchase new books and to subscribe periodicals every year. The expenditure on books and periodicals is increasing. It means the libraries are growing in their collection of books and periodicals continuously.

All the libraries have library committee. Libraries conduct the committee meeting to manage their services properly according to their own committee circulation. Majority of library do not have library policy and library manual in library management documents. Majority of library provide services for all 7 days of a week.

The study found that only two libraries are following TQM principles partially while rest of the libraries given more than one reasons for not implementing TQM as inadequate knowledge about TQM; costly and long term process and insufficient budget. None of the libraries is certified with ISO 9000 series in womens' universities in India and none of these has received any quality award.

***From Library Staff:***

The study found that majority of staff is satisfied with quality in job according to response as 45.64% is agreed and 39.88% is strongly agreed. Majority of staff is satisfied and admit that they get leave when need them while 22.58% staff is strongly disagreed on this issue. Majority of staff is strongly disappointed with facilities in library according to response as 37.64% disagree. The two major issues were founded about dissatisfaction of library staff, one is for leave and second one is facilities for

staff. The study suggested that it is essentially required to take attention on these issues.

Majority of library staff is strongly satisfied with job management according to response as 40.25% is agreed and 37.52% is strongly agreed. Majority of library staff is agreed with 44.94% response to achieving opportunities for human development during the job. Majority of library staff is strongly satisfied with the response of 45.68% is agree and 29.42% is strongly agree on training facilities to staff provided by womens' university libraries. The study found that 40.24% staff is strongly agreed and 44.24% staff is agreed and comfortable to work with computerized library in womens' universities. The lack of computer skill has found as the major barrier to work in computerized library according to the response as 34.51% staff is strongly agree and 21.18% staff is agree. Lack of proper technical environment and lack of technical qualified staff are also found as the big barriers in computerized library.

***From Library users:***

Majority of user use library for getting book issue and return according to response of 71.34%, it is the main purpose has found to use library. Majority of user are fully satisfied with some of physical facilities as reading room, lighting, study environment, library timing, seating arrangement, fans and cleanliness while users are dissatisfied also on these facilities as computer lab, equipments and drinking water facilities in womens' universities.

The study found that majority of user are satisfied with the adequate collection of printed documents according to response as 33.48% satisfied and 27.43% are strongly satisfied. For non- printed collection 26.66% users satisfied and 21.66%

users strongly satisfied with e-resources in library. 22.92% users for printed collection and 23.13% for e- collection are neither agree nor disagree which response could not be avoided. These responses indicate that users are not completely aware about various forms of total collection that are available in their libraries.

The study found that 23.05% user is strongly satisfied, 27.96% user is satisfied while 22.21% user is neither agree nor disagree on library services which are providing in womens' universities. According to the users' opinion 33.57% user is satisfied, 25.78% user is strongly satisfied while 23.62% users is neither agree nor disagree on right time delivery of library services to the users. The response which got on neither agree nor disagrees indicates that the users are not aware about all the services of library and they do not use the library services completely.

The major difficulties have found in Internet services as inadequate equipments, lack of knowledge for using Internet, uncomfortable environment, slow speed of Internet and lack of maintenance.

## **CONCLUSION**

TQM is an organization wide activity that has to reach every individual within an organization. In academic library TQM covers library management system to manage the library services; library products i.e. books and other documents; library services to continuous improvement; library staff to participate as a team work and library users to customer satisfaction dimension. In simple terms it refers to a system of continuous improvement centered on customer's need. The study was conducted to know the status of TQM in the central libraries of womens' universities in India at present. The study concludes that a very least number of womens' university was found in all over India. All womens' universities have libraries but some of these are not in well maintained condition and these are suffering with the

problem of lack of manpower. All the libraries are providing various services to users but users are not completely satisfied with library services. Total Quality Management (TQM) is one of such technique which is followed for the continuous improvement and maintenance of the libraries. Therefore, it is essential for library professionals to understand core concepts, methods and techniques used in TQM. Library activities cover acquisition, processing and dissemination of information but user satisfaction is vital to its activities. Therefore, the implementation of ISO 9000 in library could be fairly helpful for providing quality services to its users. The ISO 9000 series of standard must apply in libraries for quality management.

User's satisfaction is the main objective of any library. The study found from the user's satisfaction level, that is all the libraries need to be managed and updated their services and collections regularly. All the libraries need to implement TQM application for betterment in services and continuous improvement with users' satisfaction.

The initial step of TQM in the direction of excellence is the major decision to present leadership for quality. Total commitment of the top management is considered as the key factor in implementing TQM so top management must lead to the TQM efforts. Library should identify all its users and recognize what they want. Like other industries or organization, libraries with TQM performance provide quality product and services with low cost to the user.

Majority of library staff in womens' universities are satisfied with their job quality and nature of work place environment. In the entire of TQM, total employees' commitment can only be achieved after fear has been determined from the workplace, when empowerment has occurred, and management has provided the proper environment. The success of any organization is always attributed to the involvement

of the employees and the management who has instilled the quality consciousness into the employees.

## **STRUCTURE OF THE STUDY**

*Chapter I:* The chapter deals with objectives, hypothesis, scope, limitations, significance, and research methodology etc. of the study. Nature of collected data as well as statistical techniques used for its analysis is described within this chapter.

*Chapter II:* Empirical studies conducted in Total Quality Management and its application in academic library, higher education, quality assurance, continuous improvement and public services etc. have been reviewed with specific reference to application of TQM in academic libraries.

*Chapter III:* Brief introduction of womens' universities along with detailed profile of libraries are used as scope of the study.

*Chapter IV:* Elaborate study of Total Quality Management in reference to academic libraries.

*Chapter V:* Tabulation, statistical analysis, interpretation, and graphical representation of the collected data from libraries are presented in this chapter. Quality of library services and job satisfaction are presented respectively from users and library staff perspective.

*Chapter VI:* Indicates to valuable suggestions and major findings of the study useful for further research. It deals with conclusion and recommendations of the study.

*Bibliography:* refers to the citations which are used in the text of thesis.

*Appendices:* encloses the questionnaires which was designed and used as data collection tools for the survey.