



## A STUDY ON ESTABLISHING TOTAL QUALITY MANAGEMENT FRAMEWORK FOR MEDICAL COLLEGE LIBRARIES OF GUJARAT

Varsha Joshi<sup>1</sup> and Dr. Bharti L. Vaja<sup>2</sup>

<sup>1</sup>Research Scholar

<sup>2</sup> Research Supervisor, Dept. of Library Science, Madhav University, Sirohi, Rajasthan.

### ABSTRACT

Quality management has become the need of the hour in the age of artificial intelligence. The increased attention to quality is due to increasing ratio of students in medical field and the higher level of competition. The information and technology have changed the traditional role of libraries. The libraries are becoming more and more user-friendly and need based. The students can access libraries from their mobile, laptop and other electronic devices. With this changing scenario, the role of librarians and employees too are changing. The traditional framework has become outdated hence the purpose of present paper is to provide a framework for establishing the total quality management in medical colleges of Gujarat.

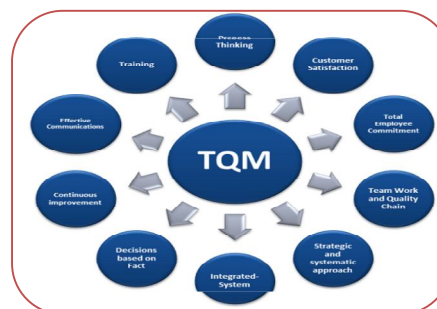
**KEYWORDS:** Total Quality Management, Framework, Medical Colleges, Library.

### THEORETICAL BACKGROUND:

Library is an academic institute from where one can get resources to update one's knowledge. In the 21<sup>st</sup> century, there is flood of information on social media. In such a situation, the libraries play a vital role. It is expected that libraries should satisfy the need of large number of readers at a time. There are certain rules and regulations prepared by the particular universities to run the libraries. The competitive scenario demands good quality of books by the international publishers. The students of Gujarat are not much fluent and able to understand English language as it is their second language. Majority of them study in Gujarati medium till the secondary education but the medium for medical course is English hence the students face problems to access materials. Thus, it is expected from the libraries to provide quality materials in their mother tongue, Gujarati. Total Quality Management is a method that one has to adopt to improve the quality of the service. Though it is never possible to attain the perfection but TQM helps to reach at certain level. This background of the students of Gujarat and their demands help us to understand the need of quality required in libraries of medical colleges

### The Concept of Total Quality Management:

According to Jurov & Barnard (1993) TQM is a system of constant improvement. They keep in centre the needs of the consumers. They also believe in "win-win" concept. This quality makes them contributors and thus they are different than workers. The workers focus on the quantity while the contributors focus on the quality. They are not self-oriented.



They also think about the benefits of the consumers. Their major characteristics are: the participation of employee, training, problem-solving nature, and long-term goals. The concept of TQM can be applied in establishing the framework for libraries to get the desired result. By applying this system, we can improve the traditional framework which can satisfy the need of medical college students of Gujarat. The application of Total Quality Management in the library does not only mean the enhancement of resources but the improvement of skills among the people who manage library. It means the improvement in their interpersonal behaviour, understanding the needs of the users and to having the learning attitude for the constant improvement.

Talukder and Ghosh (2004) opines that "TQM integrates fundamental management techniques, existing improvements, and technical tools under a disciplined approach". By this definition, they want to say that organization is just a system, but there are the reasons to serve the consumers. TQM emphasises on the integration of all organisational activities to get the goal of helping consumers. It seeks to follow standard, achieve efficiencies, define roles of individuals within the system and the organisation entirely, decrease error and defect by applying statistical method control, and to make use of teams to plan and perform process more effectively. In the culture of TQM, there is a need of people who define themselves as contributors to provide quality outputs to consumers.

According to Churchill and Paul, "TQM addresses the issue of consumer fulfilment by introducing the promotion concept". It encourages to work for the betterment. This way, TQM has promised the superior performance. TQM offers managers supporting tools and organisational support. The concept of "total quality" is a management philosophy which goes well beyond the consumers' view of quality. It is not only meant to satisfy consumer needs but also to realize them fulfilment.

### **The Scenario of Medical Colleges in Gujarat:**

The health services in Gujarat are improving day by day. As per the sources, the government has approved to open five new colleges in Panchmahal, Gir-Somnath, Devbhumi Dwarka, Botad and Morbi. This will increase the intake in medical colleges. As per the rule, it is necessary to have the capacity of 300 beds in a hospital to open the medical college. Hence, it will also affect on the improvement of over all system. The banks are also providing educational loans and there are so many other schemes of the government which makes the medical education affordable for all. With the increasing number of students in medical colleges, there will be a need of highest number of books and materials. This need can be fulfilled by the libraries. There are many types of libraries among which digital library can be proved very helpful and user-friendly. Thus, it is observed that libraries of medical colleges in Gujarat need improvement in their quality to sustain and demand the requirements of the students.

### **Proposed Framework for Quality Management Medical Libraries:**

Library has its own significance in our lives as Library is an important part of every educational institute such as schools, colleges and universities. Such a library is open for students of the particular institute it forms a part of. It contains a wide range of resources vital for the students. Libraries attract people to read and develop habit of reading and learning. It increases their thirst for reading and expands knowledge. Library is also essential for any kind of research on different subjects. Thus, libraries are important for research, information, knowledge and pleasure of reading. Libraries provide perfect environment to enjoy reading peacefully. To establish a TQM framework, it requires the following structures:

- Improvement in Infrastructure
- Integration of Technology and Internet
- Updated Resources
- Open Membership Policy
- New Strategies to get desired results
- Funds

By establishing Total Quality Management, the colleges can improve the results of the students. It will also solve other problems, such as internal clashes, the complaints of students, and it will reduce the man power. The above factors are important in establishing the new framework which are discussed in detail here. With the increasing number of students, the library will need a larger space to accommodate students for reading purpose. There must be a large reading room where students can read in the peaceful environment. This will require some funds too, so the university should allocate the necessary funds for the development of libraries.

The adoption of technology is the most important part of this framework. With the changing scenario, libraries and librarians have to bring changes in their systems. It is the biggest challenge for the traditional based libraries. It will no longer be defined as a building or physical repository that collects and organizes books. The purpose of library is to make information available to the maximum number of academicians and people in general and hence the concept of E-library is not only the demand but need of the era. It can help a lot in the development and advancement of education. The universities and colleges have to make their library available for open access to the students and scholars. Due to this transformation, the library staff will have to update their knowledge and skills. As pointed out earlier, the medical students Gujarat are still backward in English, hence it is very important for libraries to provide qualitative materials in the mother tongue, Gujarati. For this, they require good translators who can translate some international writers. Though technology is improving day by day, but it has its own limitations too. There is software available for translation but it fails to maintain the sense of the meaning.

The old resources need to be changed with the updated concept and framework. The libraries have to come out with new strategies to attract the readers. The role of libraries and librarians are not limited to making books available to the students and readers. The librarian is the main authority of the library who should always be humble and easily approachable. They have to be updated with the changing scenario in medical field and accordingly they have to provide the books and magazines. This framework, if followed properly, can surely help to attain the set objectives to maintain quality management in the libraries.

Sirkin (1993) provides some points which can be very helpful while implementing the principles of Total Quality Management in library services. They are as given below:

- Prepare a new brochure
- Conduct an online survey for feedback
- Change hours of working
- Provide a more authentic resource
- Use flexibility in staff assignments
- Give proper training to the newly recruited staff
- Create interdepartmental library advisory groups
- Track complaints
- Develop an active outreach program
- To make the books available in soft copy

### CONCLUSION:

This study suggests a framework for the proper application of TQM in medical colleges of Gujarat. The framework model is built to match both the individual and organizational needs. However, its applicability is expected to extend to any libraries. To sum up, it can be said that the first thing or action to do for implementing TQM successfully is to start changing the traditional organizational culture to become quality oriented. The librarians and the other staff must try to correctively follow the new framework. The mission and vision of the library should evolve around the new established framework to improve the quality management.

**REFERENCES:**

- Dale H Besterfield et al, TQM 3rd ed., Pearson Education in south Asia, 2003 ISBN 81- 7758-412-X
- Jacob, K. E. dan J. D. Jenis (2000). "A causal model for employee satisfaction." *Total Quality management* 11(8): 1081-1094.
- Juran, J. M. (1988). *Juran on planning for Quality*. New York, The Free Press.
- Lynch dan Verdin (1987). "Job satisfaction in libraries: A replication." *Library Quarterly*, 3(4): 190–202.
- Larson, M. (1999) Long-term improvement of fad? Where do we go from here?, *Quality*, January.
- Ramasamy Subburaj, *Total Quality Management*, 2008 ISBN 0070223971
- Raina, Roshan (1995). TQM in Library and Information Services. *University News*, 33(24), 4-6 Vol. 3 No. 3 January 2016 ISSN: 2321 – 788X *Shanlax International Journal of Arts, Science & Humanities* 4
- Senthilvelan, M. *Total Quality Management in Libraries*, <http://www.articlesbase.com/education-articles/total-qualitymanagement-inlibraries-811749.html>.
- Roes, Hans. (2001). *Digital Libraries and Education: Trends and Opportunities*. *D-Lib Magazine*, 7 (7/8), July/August.
- Kurtus, Ron (2004). *What is e-learning*. (accessed on 20.06.2009)
- Levy, Philippa and Roberts, Sue. (October). *Developing the new learning environment: the changing role of the academic librarian*. Facet Publishing, 256p.
- Stuart, C. and Drake, M.A. TQM in Research Libraries, *Special Libraries*, 1993, Vol.84. 10. Wang, H. (2006), "From 'user' to 'customer': TQM in academic libraries?", *Library Management*, Vol. 27 No. 9, p. 606