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A STUDY OF EFFECTIVENESS OF LIBRARY SERVICES IN INDIA

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ABSTRACT

Most library definitions stress on achieving goals, maximizing productivity, ensuring user happiness and keeping employees happy, as well as ensuring the organization's long-term viability. Quality and effectiveness are being used interchangeably to describe the same thing: providing information and research services to faculty, students, and other users that meet their needs to a high degree; that contributes to the success of the institution's educational and developmental goals; and that accomplishes this in an efficient manner. When one attempts to nail down the consequences of this statement, bottlenecks immediately surface - effective by what standards, satisfying what degree of demands, at what expense, for what purpose, for example! A library that performs well in contrast to other libraries is considered effective in its field. To be considered an effective library in the context of this definition, the library must be able to outperform other libraries. The primary job of library management is to ensure that library services are effective.