

Use of SWOT Analysis Method in Library Management

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Abstract:-

This paper highlight SWOT analysis in Library Management SWOT analysis is one of such methods which provides information asked by different readers in Library Management Librarian has to Plan strategically to use SWOT analysis method for achieving the desired targets.

Keyword:- Management, Manager, Strengths, Weakness, Opportunities, Threats.

Introduction

All the human life is surrounded by the management, the difference only is that management is divided into different levels. Development of any institute or any organisation is responsible for its progress or its downfall which can be studied only through its perfect management. The perfect management helps & gives vision to managers to perform duties in their institute or organisation to achieve organisational goals. So the manager is truly important co-ordinator between institute & its management. As Library is a social institute & its management is related with each & every aspect of institute & for fulfillment of each and every aspects of institute their needs perfect Library management.

Library Management

In the ancestral period sculpture, bhurjapatra, metal tablets were used for giving education. After discovery of writing skills, the strength of books i.e. Granthas increases in lakhs. After development of films, computers in library there is great need of perfect Library management for which five rules are created by Dr.S.R.Rangnathan for achieving organisations & institutes desired targets. The responsibility of librarian as a Manager in library management includes to improve quality of environment in library, to encourage reading habits in library by providing desired facilities as asked by readers, to update with new information & related systems. Another important concept in relation with Library Management is Total Quality Management (TQM) which is introduced by A.W.Edwards of America who had expressed his views & thoughts about quality as Management Master & Councilor in Japan.

SWOT Analysis in Library Management

Some channels are invented for the successful planning, some channels are meant for arrangement of mathematical data. SWOT Analysis is one of such method which provides information asked by different readers in library management. Swot analysis is defined as “the study & analysis of the external & internal strengths, weaknesses, opportunities & threats in related to management studies is called as swot Analysis”.

The most important use of this analysis method is that manager i.e. Librarian may dominantly able to maintain perfect co-ordination at any time for its perfect solution in case of doubts. The important concepts of Swot analysis are enumerated shortly as follows..

Strengths :- Library is a social institute so like other professionals it has also its strengths & plus points for ex. Modern informatic service experienced Librarian, honest & trained colleagues of library, perfect distribution of works in colleagues are strengths of libraries.

Weakness :- It is necessary to find out the loopholes or weaknesses in library management and role of librarian is utmost important for removing such loopholes by inacting solutions for the weaknesses. The examples of weakness may be unused equipments in library or to use old channels instead of advanced systemes in libraries.

Opportunities :- Libraries are the hearts of the institute. According to Dr. Rangnathan increase & growth of opportunities in all the elements of Libraries will keep itself in progress. So slowly & steadily libraries need to create opportunities in all the elements if library is to create itself as an university of trained people for providing library facilities to its users.

Threats:- The elements which proved as obstacles in progress of library are dangerous threats for the libraries. Librarian should assess all these obstacles & after deep study of the same should plan for overcoming on these obstacles.

Strategic Planning in Swot Analysis Method

Manager i.e. Librarian has to plan strategically to use SWOT analysis method for achieving the desired targets. The planning for use of all the equipments for removing obstacles in libraries in short span of time is known as Strategic planning. The different strategies which are helpful in swot analysis method are mainly three types

- 1) **Strength-Opportunity Strategy** :- To assess & comprehend the strengths and beneficial elements of library is proved important feature in planning. Available skillful professionals, modern informational service, sufficient economic sources for libraries are the beneficial elements of libraries. The use of these elements as per needs & at appropriate times is important to create most opportunities with the help of these planning is essential feature of this strategy.
- 2) **Strength -Threat strategy**:- Preplanning in library management proved important and necessary for defective elements in way of library benefits for it to find out websites of various institutes proves necessary.
- 3) **Weak-Threat Strategy**:- Library weakness becomes obstacles in the way of library management so it is necessary to think on it to find solution. for ex. Unskilled library workers becomes obstacles in the way of library management.

Benefits of SWOT analysis Method in Library Management

Some channels should be used for performing various types of duties in library management. Discipline is important while using any type of formula. The true skill of planner that how equipments should be used and handle properly.

Points which are proved to be beneficial to Library Managers :- Books is the wealth of library which needs to be preserved & needs to increase its quantity in library is the major duty of librarian. To avoid permissions to readers in study room who are coming with their own books, checking the invoices of books purchased from book shop, to draw out defective material from library proves beneficial to library manager. To start new departments, to provide new facilities to readers is the responsibility of library manager if there is enough space in library building area. Historical, Political and specific subjects materials are proved to be enough plus point and strength of library that can be used to provide various types of services, facilities to the reader. Open Study room in library is another strength of library as per the readers at large.

Important points for overcoming on Library barriers:- It is important for Library manager to study barriers i.e. weaknesses to make way by applying different solutions for overcoming on these barriers. For ex. If library is closed for long time is one of weaknesses. The time from 10.00 A.M. TO 6.00 P.M. Is proper time for library services but if readers are facing difficulties in that time then their should be another way such as open library before two hours other than normal hours of library. To buy new material, availability of such material to readers, motivating the readers for reading is other dustiest which must be performed by Librarian.

Following Opportunities can be proved beneficial for Library Mangers for the development of library:

Library manager has to find out which opportunities are available for the development and progress of libraries. Perfect place of Library building, day to day services to readers with updates services on timely basis, computer services, individual room etc are progressive opportunities which should be provided to readers

Conclusion

Swot analysis is proved to be of immense useful in relation to library. Library is service providing institute, the weaknesses and defective elements are well known to library manager by use of this method as well as the solution on theses barriers are also skillfully found out by use of this method. Though this method have some limitations, it is immensely useful and this method should be used in working for library management.

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