
Santosh P. Khajindar  Prof. Dr. S. K. Patil
1 Librarian, Haribhai V. Desai College, Pune 2
2 Adarsh Nagar, Navi Sangavi, Pune 411027

Abstract:
Collection, users and staff is an asset of the successful library. The library should work with the proper vision set by the library to complete its mission, i.e. Users Satisfaction. Now a day due to information and communication technology lots of work is going on in various disciplines. It’s highly important to increase our value in an accelerated growth of knowledge. Vision and mission statements are important to design strategy for the library. In another sentence, it works as a mirror image of the library. To achieve the goals every library should have its proper mission and vision statement. Vision and mission plays key role in planning and decision making. It helps to generate short term and long term objectives for the library. It helps the library authority in decision making as well as for applying new policy for the library. Jayakar library is a central library of Savitribai Phule Pune University, Pune. Main purpose of this paper is to identified importance vision and mission for any organization. It provides guidelines to the academic library to develop their vision and mission statement. The paper is ended with suggested vision and mission statement for the Jayakar Library, Savitribai Phule Pune University.

Key Words: Academic Library, Jayakar Library, Vision, Mission.

Introduction:
Quality and Quantity are inevitable tools to run any organization. Words are baseless until coped with an action. The library is the heart of the organization. The inputs on the library decide the quality of library. The quality of library decides its utility. As far as Library is concerned its evaluation is done on various levels such as its collection, services, staff members and uses i.e. according to its performance and user satisfaction. The focus has changed from the traditional priority of programs and initiatives taken towards the vision and mission of the library.
Every organization irrespective of profit and non-profit has vision and mission statements, which identifies their purpose of origin, basic goals, characteristics, philosophies and work direction. It gives guidance to the management and direction to their employees in their day to day work. It is necessary to effectively communicate with the library users and provide them efficient services to satisfy their need of information. As per current need and development the mission statement should be re-defined accordingly. The re-defined and updated vision and mission statements should reflect the same values as the original.
For non profit organization such as libraries, the vision statement should include the aim of the library and the mission statement should convey the purpose and the means by which that purpose will be accomplished. It also communicates expectations of employees and express to the library users exactly what the library provides to satisfy its clientele. In the developed countries government officials and departments are required to write mission statements as part...
of their budget planning process. Academic institutes including Colleges and universities, non-profit agencies often publicly displayed, mission statements.

Mission Statement

Mission statement is always designed to march on successive path. A library mission statement provides answers to some very important questions related to the vision, quality, distinctness through the questions like why does the library exist? Whom does the library serve? What services are provided? What makes the library distinctive or unique? Clear, understandable mission statement clarifies the role of the University library. Mission statement should be broad enough to allow growth and expansion, but narrow enough to keep the library motifs clearly focused.

Method: Observation and Interview with the librarian

Attributes for Useful Mission Statement are:

- **Simple and Clear**: A mission statement must be articulated in one or two sentences. Anything more obviates the requirement being simple and clear. Statement must avoid the use of any library jargon. It should reflect clear denotative meaning. It should not be ambiguous.

- **Broad and long-term in nature**: Mission statement should be valid for long term. It should offer space for changes in course of time.

- **Focus on the present**: The library mission statement should not be future oriented or influenced by historical sense. It should focus on the individual talent of the institution.

- **Easy to understand**: If the mission statement is easy to understand then it will be easy to communicate to all the layers of institution or university including the library’s staff members, stakeholders as well as to the community at large.

Following templates may be used to update library’s mission statement.

We exist to (Purpose or need)
To Provide (Services and Products)
For (Customers)
So that (Planned outcomes or benefits).

As soon as Library’s mission statement is framed, it should be reviewed by staff members at all levels as well as stakeholders to work to embrace without any concerns. The mission statement must serve to all by focusing on the vision including all staff members and other stakeholders. The library’s vision provides a picture of the future that clarifies the libraries direction for its development and helps staff members to understand why and how they should support the library as per their respective role.

**The Vision Statement**: A vision describes the desired future state or set of circumstances which may encounter to the development of the concern. It should be brief and reflects a futuristic picture as it is visualized by the users, stakeholders and employees. A vision statement forecasts the library’s mission and its intended results. A good vision will assist the library in
formulating strategies as per the objectives as well as resources allocated for the sake of development.

A good vision statement is one that will not only inspire to staff members to work but also strengthen to face challenge. It should be meaningful and self-explanatory so that staff members will be able to relate their job to the vision and do the best as of their quality. It should be broad and enduring and should grab once heart. The vision always provides direction and contributes to library’s identity and uniqueness. It inspires action which leads to achieve results. The vision statement must focus on the fostered plan of action and its implementation, so that one can have keen sight on dreamed progress. For developing vision statement library should focus on few questions such as:

- What is it that the library wants to achieve?
- What are we hoping to accomplish?
- What results are we seeking?
- How will we enhance the quality of life for those who use our services?
- What do the customers at their leisure in the library?
- What are the various hurdles customer finds in library while using?

By identifying who is our customer? Provides the basis for determining what Customer’s value, formulating the library’s vision.

Attributes for Useful Vision Statement are:

Vision statement and mission statement are the backbone of any visualized change applied for the development of any institution. Attributes of the vision statement are as follows:

**Clear:** A vision statement should be clear in order to achieve once attention immediately. If it is short and smart it can be a part of once subconscious. Clear vision statement saves itself from ambiguity.

**Appealing:** It is said that words provokes ideal thinking and ideal thinking fosters utopian plan of action so it is very necessary to incorporate appealing word and word order in the vision statement. Appealing vision statement clears picture of the library.

**Feasible:** The vision with resources, energy, dedication and time, must ultimately be achievable. It involves the way of settings goals and objectives that is must to achieve the set goalmouth for the library and its staff members.

**Meaningful:** The vision statement should have real meaning. It should not be based on mere imagination, intermingled with emotions or in the form of metaphysical poetry or pedantic language. It should not be ambiguous or reflect double meaning.

**Measurable:** The vision statement should contain simple languages which foresee once measurability and accountability. It is possible to develop performance measures which may assist the library in determining the vision. In developing a vision statement, a library may consider the following questions:

- Who are the library’s primary customers?
- What are the library’s priorities represented in the vision?
- What would the future look like if the goals were achieved and the vision is fulfilled?
- What are the library’s greatest opportunities in the future?
How will the library enhance the quality of the work culture for those who use its services and products?

How does the library foresee the desired future?

What is the contribution library intends to develop the quality of life of the community and stakeholders.

Writing a Vision Statement:

The vision statement must portrait the institution set in future. It is answerable to the question “Where do we want to go? A vision statement projects future in terms that describe a highly desirable future state for the community served by the university library. Following template may be used to create or update library’s vision statement.

We seek to become………………….. for (Users)…..

Use of Slogan:

Once the library has finalized its vision, then it is duty of the library to create a tagline or slogan which summarizes vision. It should be smart, short and memorable. The purpose of a slogan is to express the essence of the library’s vision. The slogan can be very helpful to convey the relevance and importance of the library’s vision.

Academic Libraries:

As name indicates an academic libraries is popularly known for its academic purposes. Students, Researchers, Faculty Members are the main users of the academic library. Due to the globalization, competition is raised among the institutions to attract the students towards their organization. Library plays key role towards the dissemination of information as well as knowledge. Various organizations and institutions are very well known for their libraries as well as collection. For e.g. Jayakar Library of Savitribai Phule Pune University, Pune.

Difference between Vision & Mission Statements:

Organizations take reviews of their goals and objectives in mission and vision statements. Both of these serve different purposes. There are slight differences between vision and mission statements. The mission statement is applied to the whole organization. The Mission statement is strategic and concentrates on the present attitude. It inspires employees to meet specific expectations to achieve the goals.

A Vision Statement focuses on the future. The vision statement expresses how an organization sees itself within its community and in service to its customers. The vision statement aligns itself with the mission statement and, provides a direction to the employees to successfully achieve their goals.


Pune is popularly known in the world for its education hub. Various leading national and International institutes situated in Pune. Savitribai Phule Pune University is one of the biggest
state university of Maharashtra. The University has its library, known as Jayakar Library. The suggested Mission and Vision Statement for Jayakar Library are as follows.

Vision:

“To Establish itself as a leader in Knowledge Resource Centre of excellence and innovation post graduate services, teaching, research and other scholarly activities.”

The Library supports this commitment by:
- Understand the teaching, learning and research needs of its users;
- Create hospitable physical and virtual environments for study, teaching, and research;
- Selecting, acquiring, organizing, preserving and providing access to high quality information resources in print, non-print and digital forms;
- Providing high-quality and innovative services that meet and exceed the information needs of the users;
- Innovatively using of information and communication technology for providing services and resources to users;
- Ensure the preservation and long-lasting availability of Library collections and resources;
- Develop, encourage, and sustain expertise, skill, and an innovative spirit in its staff.
- Providing the physical facilities and the technical infrastructure that enhance the teaching, learning and research environment;
- Collaborate with other organizations to enrich the research and learning and sharing of resources.

Mission:

“The mission of the Jayakar Library of Savitribai Phule Pune University is to provide high quality information resources and innovative services to support the teaching, learning, research and lifelong learning needs of the University community.”

To fulfill this mission, the Library commits to
- Provide a user-centered learning environment that delivers information and services to its users where and when they need it;
- Empower users to locate, evaluate and use information available in a various traditional and modern sources;
- Develop and maintain balanced and up to date collection;
- Manage the information resources effectively and actively promote the optimum use.
- To establish and maintain an effective relationship with the students, faculty researchers to ensure effective services.
- Develop a work-place culture where library staffs are valued for their knowledge and contributions.
Build up a culture of resources sharing within and beyond the various organizations to satisfy information needs of users.

Conclusion:

Vision and Mission statements are the words use to explain an organization’s purpose and direction. Both terms have separate identification but cannot use without the other. They are essential for libraries’ value and show its place in the community. Generally organizations or institutions can know on the basis of the catch-line or slogan used by them for the publicity purposes. It automatically reflects the vision and mission of an organization. Vision and mission statements plays key role in planning and decision making for the library. Mission and Vision statement gives long-term direction that guides each aspect of an organization's daily operations. Mission statement provides the plans and vision statement identifies service areas, target audience and goals of an organizations. A mission statement describe the present while vision statement describes the future of an organization.

Library is heart of any organization or institutions and set as a non profit organization. Leaders may change, but a clearly established Vision encourages the staff members to understand what is important and focus on wide change. A vision and mission statement shows the strategies of the library. It reflects working tendency of the library. It helps to attract the users towards the library and indirectly increases reading habit among the users. The profit of the library can be measured in the form of its satisfied users. It helps the library authority in decision making as well as for applying new policy for the library. It also helps the staff members to know their task as well as set target. It gives an identity to the library. If it is accepted by everyone form the library and communicated effectively to all in the organization, will keep the library in the market with success.

References:

8. www.unipune.ac.in
12. www.psychologytoday.com/