

INFORMATION REQUIREMENTS OF INDUSTRIES IN  
DAKSHINA KANNADA DISTRICT: A CASE STUDY

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ABSTRACT OF THE SYNOPSIS

Information is one of the input elements of an industry. From the industrial manager's point of view, information serves the purpose of eliminating uncertainty regarding the alternative course of action, in the process of decision-making. Right decision at the right time and place enables the management to confound its antagonists. Hence information is an essential input for industries anywhere.

The study reveals that the managers of industries in various levels require information of various nature and they tend to opt various measures for getting this information. The industries in Dakshina Kannada area are studied in detail and their information requirements, the information seeking behavior of the managers at various levels, and the library and information services available to them are studied in detail in this report.

Ten Hypotheses were formulated for the study and most of them were proved. The Hypotheses are listed below:

- (i) Number of libraries and information centers attached to different industries in the Dakshina Kannada district is negligible.
- (ii) Regardless of the size of industries, all the industries require information to fulfill their objectives.
- (iii) Regardless of the level of management, all the managers working at different departments require information to discharge their duties.
- (iv) Higher-level management personnel visit the libraries and information centers attached to different industries as well as other libraries in the Dakshina Kannada region more frequently than lower level management personnel.
- (v) Library timings of other libraries, which are not attached to any industries, are the main factor that hinders and prevents the industrial management personnel from visiting those libraries for their information requirements.

- (vi) Educational qualification of management personnel has a positive impact on the frequency of library visit.
- vii) Newspapers and periodicals are the most sought after information sources by the industrial managers.
- (viii) There is a positive relationship between exposure to information sources and literature output.
- (ix) The type of information required by the managerial personnel differ according to the level of management.
- (x) The industries are supported by other libraries and information centers in the Dakshina Kannada region.

As per the objectives set forth, the study was conducted in five taluks of Dakshina Kannada district namely: Bantwal, Belthangady, Mangalore, Puttur and Sullia. 254 sample industries were selected, out of which 7 are large-scale, 9 are medium-scale and the remaining 238 are small-scale industries.

All the data collected have been computed verified and tabulated using computer software package MS-Excel. The report of the study has been recorded under 7 chapters.

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#### Key words

- 1) Industrial Libraries
- 2) Industrial information
- 3) Information requirements of industries
- 4) Library and Information services
- 5) Information seeking behavior
- 6) Dakshina Kannada