

A study related to Information Services in respect of the Coconut Industry of Sri Lanka and the manner in which the relevant Industrialists use such services.

R.A.P.S. Senevirathna ¹ , Piyadasa Ranasinghe ²

There is no field that could be seen inhuman activities where “Information” is not considered as important. Exchange of information services and communication are essential factor for the existence of services namely Health Services, Agriculture, Banking Field, Industries and Education. The mechanism of the required services should be activated through Libraries, Information Centers and Information Officers. When the coconut industry is considered, it appears that the need of information by the people engage in the industry is ample. Industrialists require information regarding the export market, Local and foreign prices, market economy and the demand for productions, packing details and more information about machinery and transport charges.

Accordingly, it is important to examine about the information provided towards the community engaged in the coconut industry by the Coconut Development Authority which is only institution authorized to give information regarding the industry. The objective of this study is to ascertain as to what are the information services provided by the Coconut Development Authority and its library at present towards the community engaged in the industry and how the industrialists in the field make use of such information.

Coconut Development Authority was selected as the sample being the main institution for the industry. Data were collected from the Information Officers, The Librarian and 200 people who are engaged in the coconut industry through questionnaires and by interviews when considered necessary.

It was made clear that information is given to industrialists through many sources such as the website of the Coconut Development Authority, Industrialists publications, Field officers and Advisors, Industrial fairs, Exhibitions, Training and awareness programs, Newspaper articles and Advertisements and Telephone inquiries. It was concluded that information provided by the website of the Coconut Development Authority, Institutional publications, Advisors and Field officers, Training programs, Telephone inquiries, Newspaper articles and Advertisements is used by the industrialists and that they get information through Exhibition, Industrial fairs, Seminars and Meetings constantly but that they do not make use of the services of the library to get information.

The present information services should be updated and its mechanism should be further developed. Information provided by the website should be updated constantly while the industrialists should be encouraged and guided to gain information through Exhibitions, Industrial fairs, Seminars and Meetings. It could be proposed that the information services provided by the library should be further developed and new types of information services should also be encourage to use the services of the library.

Keyword : Information Services, Coconut Industry, CDA (Coconut Development Authority)