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Abstract

Currently there exists an information oriented society. If a library or any information center provides the necessary information at the needy & right time to any reader it is clear that the reader get efficient information services from the relevant institute. If the reader is satisfied it will be successful and fruitful. This fact is common to any field. Accordingly it will be studied whether service industrialists get the information about coconut industry efficiently and whether the activity is fruitful.

Coconut development authority has been used as the main institute for this study. The information services relevant strategies provide to the industrialist through Coconut development authority and its library was identified after a discussion with its information officer and the librarian. The data was analyzed according to the response received for the questionnaires presented to two hundred persons of registered industrialist under Coconut development authority and exporters and mill owners.

According to responses it is understood that the industrialist have received needy information only some time through the Coconut development authority and its library. It is cleared that there was no efficiency in providing information service to the industrialists. The highest response for the satisfaction service was mentioned as very little. Accordingly effectiveness of the information services was very low. The question of whether the industrialist is receiving information service regularly and whether industrialist is fully satisfied has received minimum response. Therefore it is uncovered through this that efficiency and the effectiveness of the information services rendered to the industrialist through Coconut development authority were not successful.

Keywords : Coconut Industry, Coconut Development Authority, Information Services, Efficiency, Effectiveness