11th MANLIBNET CONVENTION

"Trends and Challenges in Management and Corporate Libraries in Digital Era"

February 15 - 17, 2010

Hosted by Siva Sivani Institute of Management, Secundarabad

The XI annual Convention of Management libraries network (MANLIBNET) was hosted by Siva Sivani Institute of Management, Secunderabad from February 15 to 17, 2010 at Secunderabad.

The main theme decided for this convention was "Trends and Challenges in Management and Corporate Libraries in Digital Era" and the convention received 102 registrations, of which, 82 registrations from library professionals and 20 representatives from corporate sector.

Participants

At the Outset the convention received 72 papers for presentation, of which 42 were from joint authors and 30 from single authorship. The paper submissions included five contributions from corporate library professionals and the remaining 67 from LIS professionals in academic institutes. The convention received additional 22 papers, but they could not be included in the compendium as they received late.

A compendium of 72 papers submitted to this convention has been published by M/S Allied Publishers Pvt. Ltd, New Delhi

The 'Best Librarian' of the year 2009 was awarded to Dr. Shankar Singh, librarian of Power Finance Corporation, New Delhi during this convention. This awarded is being given to library professional based on his/her commitment to the profession/service and contributions to the LIS field/community.

Out of 72 papers submitted, 39 papers were presented in person in SIX technical sessions. In view of providing an opportunity for authors, the paper presentations were organized in two concurrent sessions in two lecture halls. About 7 papers were scheduled for each concurrent session.

1. No of papers presented on day 1 (i.e. 15-2-2010) = 18 (9+9) papers in two concurrent sessions
2. No of papers presented on day 2 (i.e. 16-2-2010) = 14(5+9) papers in two concurrent sessions
3. No of papers presented on day 3 (i.e. 17-2-2010) = 7 papers in two technical sessions

The main sponsors for the XI MANLIBNET convention were

1. EBSCO (Platinum)
2. Emerald (Gold)
3. Allied Publishers, Cengage Learning, Dow Jones-wall street journal (sliver)
4. Himalaya Pub House, ICFAI, Proquest, PHI, rapid Radio Solutions, Sage Publisher, Wissen software, Book Ionic, Cambridge Univ. press, Data Monitor, Insurance Times and The Book
5. Collection (other sponsors)

The sponsors were allowed to make their promotional presentations and exhibit of their products/services during the convention.

The paper presentations were scheduled on four broad themes namely, Management Trends, Technological Innovations, Corporate Trends and Security Trends.

- The first day (15-2-2010) was devoted to presentations on the theme **Management Trends.** During this theme, 18 Papers presented focusing on issues such as, Quality (TQM, Service Quality), library Blogs, Motivation & Training, corporate culture, Change Management, Knowledge Management, storage devices, soft skills, consortium, and Library Management systems.

- The second Day (16-2-2010) was devoted to the theme **Technological Innovations** and 14 papers presented during this theme. The papers were focusing on digital library Usage, emerging technologies, bibliotherapy, green library, open source software, web 2.0, usage of internet, and social network.

- The third day (Today 17-2-2010) was devoted to the theme **Corporate Trends and Library Security.** Seven papers presented- covering the areas like library automation, Modern technologies in LIS, Open access e-resources, RFID Technology, library security.

- Apart from paper presentations, the following commercial vendors presented their products and services during first two days.

  EBSCO; Emerald; Dow Jones; Cengage Learning, and Proquest.

Dr. Manjunatha K, Librarian of TAPMI, Manipal and Mrs. Rumma Sharma, Dy. Director of AIMA, New Delhi were appointed as Rapporteur General and Asst. Rapporteur General respectively. The proceeding of this convention has been consolidated by Dr. Manjunatha based on the summaries provided by Mrs. Rumma Sharma and chairpersons and rapporteurs of individual technical sessions.

RAPPORTEUR GENERAL'S REPORT ON PROCEEDINGS OF THE CONVENTION.

The brief summaries of ---- papers presented in person during the convention are reported below

Day 1: 15-2-2010:

Registration: the first day started with registration from 9.00 AM to 10.00 AM and Mr. Praveen and his team of host organisation managed this activity smoothly.

Inauguration: Dr. G Srinivas, Jt. Secretary and head of SE regional office of UGC at Hyderabad was the Chief Guest and Professor emeritus of Osmania University prof. Laxman Rao was the keynote Speaker. Smt. Aarathy Sampathy, president and CEO of Siva Sivani Group of institutions presided over the function.

The inaugural session started at 10. 30 AM with the prayer, floral welcome. Lighting the lamp and a formal welcome address by Sri Sailesh Sampathy, Executive VP of Siva Sivani group of institutions. In his address, he extended his warm welcome to the chief guest, other dignitaries on the Dias, sponsors and the delegates who came from different parts of the country. This was followed by the presidential address delivered by Dr. PR Goswami, President of MANLIBNET. In his speech he briefed about the relevance of topic identified for the current convention and challenges ahead of LIS professionals in digital era.

The presidential speech was followed by Mr. Akthar Parvez the General Secretary of the association briefing about the application of ICT in the libraries for providing digital information services in the digital era. Further, he highlighted objectives, developments and activities of the MANLIBNET.

Dr. VG Chari, Director Academics of SSIM introduced the Keynote Speaker professor emeritus of Osmania University Dr. Laxman Rao to audience. In his keynote address, prof. Laxman Rao addressed the trends in ICT, various formats of documents, role of library professionals in changing scenario, Open archives initiatives, Open sources, need for networking of libraries for resource sharing, e-resources and impact of ICT on publishing industry. He also stressed on importance of information literacy movement among library professionals and library users and stressed the suggested library professionals to take active role in this activity to train their users in use of ICT and use of information available in digital forms

Prof. M Kamalakar introduced the chief guest Dr. G Srinivas, Jt. Secretary & head of SE regional office UGC at Hyderabad followed by the address by chief guest. In his address, chief guest recollected memories of his interaction with library and highlighted the existence of different terminologies like LIC, IC, LC, LRC, KC. He expressed his happiness for having included librarians under teaching staff category. He explained the current challenges and expressed the strong need for networking of libraries or library clusters. further he said that librarian cannot be compared with internet and suggested that the library committee should include students representatives too.

Dr. Goswami released the conference souvenir and handed over the copies to dignitaries on the dias. Chief guest Dr. Srinivas released the compendium containing full-text papers submitted to convention for presentation. Then Dr Goswami, president of MANLIBNET announced the name of recipient of Best Librarian Award for the year 2009. The recipient of the award was Dr. Shankar Singh, Sr. manager, Information services, Power Finance Corporation, New Delhi. This was followed by acceptance speech by recipient of the award Dr. Shankar Singh.

The inaugural session concluded with offering mementoes to dignitaries on the dias and vote of thanks proposed by sri Shayam Sunder Rao, the Organizing Secretary. He specially mentioned the efforts made by organizing committees and library staff as well as various faculty members, service providers and sponsors and facilitators.

The authorities, director, faculty members of the institute, and many invitees attended the inaugural session. The inaugural function was followed by refreshments and technical sessions.

Technical Session IA (12.30 PM to 2.00 PM): FIVE Papers presented in this session Dr. Sudershan Rao was the chairman and Mr. Rajkumar PV was rapporteur.

B Ravi in his paper 'Issues in creation of library blogs' explained blogging tools, library blogs, features of library blog and issues involved in creation of library blogs. He also provided some tips for creation of library blogs and listed some popular library blogs.

The paper 'Present trends and prospective of ICT applications in libraries and information centres jointly prepared by Shivendra Singh and Ramesh Pandita highlights the importance of electronic information and print materials. Challenges in collection development, ICT applications selection of software, workflow issues, and problems encountered by librarians in managing the information are the other issues covered in the paper.

Shambaji Patil, Shamkanth Deshmukh and Jerry Arokyamary's paper on Usage of ICT products and services for research at MET's institute of Engineering, Bhujbal presents a case study of usage pattern of ICT products of their engineering college. The study results revelad the usage pattern, Students skill to use ICT products, Areas useful for the use of ICTs and a need for tranining students for using ICT products.

Rajesh kumar in his paper 'Total quality services in libraries' explain what is quality, objectives and need for the quality. He explains library quality service, type of quality services, and how they can improved TQ services. Further, he narrates the need for committed staff and what is ti be done to improve the quality of library services.

Anjali Bandewadekar in her paper 'Assessing service quality in libraries using gaps model' describes the importance of assessment, service quality dimensions developed by Parasuraman and his team. Further she explained the gaps model developed by the same team. She also touches the libQUAL and its components, after assessment actions, and presented a serevice mission statement prepared by New yoark public library.

Technical Session IB: Four Papers presented in this session Prof. AAN Raju was the chairman and Mr. Biswajit Saha was the rapporteur.

The paper 'Measuring service quality at knowledge centre of RYMEC, Bellary by using SERVQUAL' presented by Hosur Gururaja Goud and Adoni Gururaja was a case study conducted in their engineering college in Karnakata. The authors wanted to identify the service quality gaps by using SERVQUAL tool in RYMEC library and suggested some strategies fill the gaps and to achieve better.

In the paper 'Six Sigma approach to library services' presented by Rajashekhar Kumbar and AK Baradol, the authors address the application six sigma in service industries and facilitate its wider scope in library services through Difine-measure-analyse-improve-control (DMAIC) approach.

Nitesh Chore and Ashish Deshmukh presented their paper on 'In service training for library professionals in changing environment' this paper reveals that in-service training benefits library professionals because a systematic training program reduce the learning time to reach acceptable level of performance. The authors suggest that continuous training in necessary to keep pace with changing scenarios in the digital era.

'Work motivation among library personnel in engineering college libraries in Bhubaneswar' by Bulu Maharana, Solma Murmu and Mamata Mishra was result of a research study conducted by them to find out the level of job motivation among library professionals working in engineering colleges in Bhubaneswar. By presenting results of the study they suggested some concrete measures to improve the motivational levels of library professionals.

Technical Session IIA: (4.00 pm TO 5.30 PM)

Four Papers presented in this session Mr. Bulu Maharana was the chairman and Mr. Rajesh Kumar and Mr. Madhusudan rao were the rapporteurs.

Pradeep Hegde presented his paper on Change management in corporate libraries in digital environment jointly prepared with Khaiser M. Khan. In his presentation the authors defined change management, need for it and type of changes in library environment. He presented several strategies to cope with the challenges posed in digital environment.

The second paper was on "Storing, managing and protecting from ancient to digital era" by Diwakar Bhat was a case study of his engineering college in Karnataka. N his paper Diwakar explained how human brain was used as storage device in vedic period, which is consistent even today. Then he explained the storage devices used for documenting the knowledge through ages. Finally, he explained storage devices used in current digital ear. He described the type of storage devices used in his library for preservation and dissemination of information.

In his action-based paper "A framework for consortium of MANLIBNET libraries" Manjunatha explained the model designed by him for establishing a hybrid cooperative consortium model for networking member libraries with manlibnet as a nodal agency. He requested the complete cooperation of fellow librarians for the success of the model. The model was also discussed in the general body meeting held yesterday in this institute's premises. Members appreciated the initiative and suggested the author to submit a proper proposal to president of manlibnet for consideration and scouting for funding.

Meeta Rathod presented her paper on "Soft skills for librarians in digital era" focusing on various soft and hard skills required for library professional in digital environment. She stressed the need for cultivating soft skills among library professionals and highlighted inevitable soft skills required for enriching their job profile and work efficiency.

Technical Session IIB: (4.00 pm TO 5.30 PM)

Five Papers presented in this session Mr. ABSV Prasada Rao was the chairman and Ms. Sheetal Deepak and Mrs. Uma were the rapporteurs.

Rajeswar gave a presentation on his paper "library collection development in engineering colleges through book bank scheme in Andhra Pradesh. In this case study, the author listed various problems and collection development and presented the results of the survey conducted in this regard followed by suggestions to improve the current situation.

In his paper "Libraries as an institution of combating corruptions" Sri Ram presented the status of Corruption perception Index (CPI) for various countries and told New Zealand was most transparent. He showed the decreasing trend in corruption in India from 2008 to 2009. He explained how RTI has become an effective tool for reducing corruption level through promoting information literacy.

Adoni Gururaja in his paper "Integrated Just in Time" presented a case study of library information system at RYMEC library in Bellary. In his presentation, Gururaja stressed the need for cost benefit analysis while explaining the return on investment (ROI. He described various performance indicators including SWOT analysis. He also made mention of gap analysis and balanced scorecard. This paper is jointly prepared with Hosur Gururaja Goud.

Paper "Case of RISE and LEARN" by Sathya Prakash stressed the need for more interaction between librarians, library managers and teachers of library science for improved output in actions and products. This paper is jointly prepared by Prakash P and Banda Prakash.

In her paper "Management of Information resources in social sciences, Padmaja gave details of various information sources in social sciences. She also told that need for identifying potential users and the role of librarians in this direction. In order to improve the utilization of library resources, she reminded the words of Melvil Dewey "Best reading for the largest number at least cost"

DAY 2: 16-2-2010

In second day 14 papers were presented in two concurrent sessions. Morning session had 5 papers and afternoon sessions had 9 papers.

Technical Session IIIA (9.30 AM to 10.45 AM):

Two Papers presented in this session. Dr. Shankar Singh was the chairman and Mrs. Meeta Rathod was as the rapporteur.

Ashok R in his paper "Scanning- a process of digitization" demonstrated the tools, techniques and process involved in scanning the documents. Participants actively involved in action packed paper and shared their experiences while scanning documents in their library.

Hemanth Kumar in his paper "Use of digital libraries in DRDO" explained the scope and functions of digital libraries developed in various units of DRDO. He explained that the digital libraries built on the basis of procurement, downloading and scanning of key information. He also explained   how the digital resources are being used by their users.   This paper was jointly prepared with Nageswar Rao and N Venkatesh

Technical Session IIIB (9.30 AM to 10.45 AM):

Three papers presented in this session. Dr. Sudhakar Goud was the chairman and Mrs. Padmaja was as the rapporteur.

Selvam Masalamani presented paper on "Emerging Technologies for libraries". He described emerging technologies for three types or rather three levels of professional librarians such as for beginners, for intermediates and for experts. The automation of all the housekeeping activities of library was elaborated. Two services viz., CAS and SDI were briefed. Remote Service Library and also Rich Site Summary (XML based) were described.

Ramesh, E and Damodaran P.G spoke on the topic titled "Multifaceted implication of bibliotheraphy in literature" elaborated the bibliotheraphy technique for students. They stressed on the power of healing human ailments by reading good literature books. The value of bibliotheraphy training was described in detail and the paper was more focused on training for counseling the bibliotheraphy. In regard, audio books also were described as tools for bibliotheraphy. Authors concluded saying that the bibliotheraphy is a widely employed adjunct to the therapeutic process with broad applications. The implementing technologies in library evolutions were presented with good and relevant pictures. Authors touched the barcode technology, biometric technology with the help of relevant pictures. Radio Frequency Identification (RFID) based systems were described. Paper presented by Ramesh.

Vijayakumari N and Ramesh E spoke on the novel concept titled "Trends and innovative methods for sustainable Green Library in Digital Era". They talked about the role of libraries in protecting the environment through resource conservation, which need to be eco-friendly. They stressed on the change in libraries and said that the libraries need to adopt a strategy for constant change. They elaborated Leed-Green building concept. They described the interior design of libraries, Green library services with good pictures. They also elaborated the maintenance of indoor air quality and necessary ventilation, strategies to implement to reduce noise and usage of varnish within the libraries. The presentation was concluded with a stress on Green team work by joining hands to work together to start the Global Green Movement.

Technical Session IVA (12.30 PM to 2.00 PM):

Six papers presented in this session. Mr. Ashok Babu was the chairman and Dr. Manjunatha acted as the rapporteur.

Uma V in her paper "Electronic journals in the digital era with special reference to UGC-Infonet consortium" in University of Hyderabad. She in her presentation, explained the objectives and use of e-journals from consortium. She then presented the percentage of utilization of the specific resources on infonet by users of Hyderabad University library in the past three years. In order to educate the users, she suggested that the library professionals should attend vendor demonstrations for firsthand experience so that that the correct information could be passed to users. This paper was jointly prepared with Yakub Ali.

Jitender Sharma and Rumma Sharma's paper on "Usage of Open Source Software in Libraries": narrated the purpose of OSS. The paper traced the history of OSS and described the criteria and process to become OSS. The examples related library environment and advantages of OSS were also highlighted.

Sabitri Majhi and Bulu Maharana in their presentation on "Innovative web 2.0 technologies for integrating the learning process" explained the advantages of web2.0 and explained how best the libraries can be benefited by web2.0 technologies to keep their users informed and provide them what they want.

Habeeb Koya Thangal and Nasirudden T presented their paper on "Web 2.0 plus library is equal to library 2.0". In the presentation Habeeb Koya Thangal described the unique features of web2.0 and it application to library to become library 2.0. He touched on blogging, wikis and social networking, multimedia sharing and RSS. He concluded by explaining how blogs and social networks will benefit library professionals

Srinivas Rao and Narasimha Rao in their paper "Internet: the gateway of knowledge" presented a survey of their study conducted in AVR college in Gudiwada, AP. Srinivas Rao presented the importance of internet and the need for understanding how this tool is used by library users. He presented the usage statistics of utilization pattern of use of internet in their college by students and faculty members and stressed the users including faculty members need to be educated for optimal utilization of resources accessible through internet.

Nasirudheen and Habib Koya Thangal in their paper "Utilization of social networking sites for library and information services" explained the role and importance of social networking in this digital age. They explained various social network websites functioning very effectively and suggested that library professionals should exploit these networks for improved professional services.

Technical Session IVB (12.30 PM to 2.00 PM):

Three papers presented in this session. Dr. Ramachander M was the chairman and Dr. Diwakar Bhat was the rapporteur.

Shiv Shankar Srivastava has presented a paper on "Web 2.0 tools, technologies and application in libraries" co-authored by Raghib Yahya and Abhishek Kumar. The author explained tools and applications of web 2.0 and its related technologies. He touched on library blogging, social networking and explained the advantages of web.2.0

Vittal Rao in his paper "Use of internet services by staff of Loyola Academy" presented the results of survey conducted by him. He explained the pattern of usage of internet by users of Loyola Academy and presented results of his study. While explaining the problems faced by the users of the academy he suggested the importance of user education, information literacy and feedback mechanisms.

The paper on "virtual Library" by Sasidhar, Ramesh E and Kailas Rao focused on increasing strength of virtual library through data warehousing and data mining. Sasidhar in his presentation explained in detail on how virtual library can be build and can be accessed by users across the globe. He also briefed about the data Mining and data warehousing for virtual library.

The afternoon sessions were devoted to fellowships among fellow librarians and visit of places of interest in the local region.

An Interaction between office bears of Association of Library Science and Documentation (ALSD) and MANLIBNET delegates was arranged at Birla Planetarium Hyderabad. Prof. Laxman Rao and other senior executive members of the Association were present during the interaction. The interaction was followed by refreshments hosted by ALSD.

DAY 3: 17-2-2010:

Today was packed with two technical session presentations and valedictory ceremony.

Seven papers presented in two technical sessions. Three were in tech session V and four in tech session VI.

Technical Session V (9.30 AM to 11.00 AM):

Three papers presented in this session. Dr. Diwakar Rao was the chairman and Mr. Hosur Guruaja Goud was the rapporteur.

Kirubanidhi P in his paper "A peep into Arvind Library Automation" enlightened the significance of automation and digitization process at Arivind Eye Hospital Library towards corporate culture using open source software Green Stone Digital Library. The narration of real experience was an eye opener for library professionals and created scope for discussion.

The paper on "Application of modern techniques in library services presented by Bhagyashree Bane was a case study National Insurance Academy library in Pune. She explained the type of technologies and methodologies of adopted in their library to keep pace with modern world. .

Neeti Karanjkar in her paper "Use of open access in e-resources for management users" explained the open access resources related to Management resources. She touched upon the types of websites and their benefits.

Technical Session VI (11.30 AM to 1.00 PM):

Four papers presented in this session. Dr. Rami Reddy was the chairman and Ms. Bhagyashree bane was the rapporteur.

Biswajit Saha in his presentation on "RFID Technology and its application to the library and information centres" explained in detail what is RFID and how it can be implemented in library as security device. He also explained the equipments and process of implementation RGID in libraries.

Narasihma C presented the paper on "Planning for security of information resources in digital era co-authored by Nagaraju S. in his presentation, Narasimha explained the need for security devices in the libraries and presented eight constructs on how to plan security of information resources. He also touched on World Information Technology and Service Alliance Principles (WITSA) related to library security.

Syeda Majeed Muneer in her paper "Security for digital resources" presented the security issues involved in preserving and accessing digital resources. She touched on attack, authentication and encryption issues.

Suresh Babu in his paper on "Open source software" presented the various types of open sources available today and how they could be used to improve our library services.
To conclude, of the 72 papers submitted and published in proceedings, 39 papers are presented in person and the remaining 33 papers are not presented. Besides, 22 papers submitted neither printed for delayed receipt nor presented during the convention.

The theme of the convention is satisfying with adequate number of papers presented and discussed by Library professionals and experts.

The technical sessions followed by the valedictory program at 2.30 PM.

General Body Meeting & Valedictory programme:

General Body Meeting: The general Body Meeting was held on third day after the technical presentations. Mr. Akthar Parvez, Secretary general chaired the meeting in the absence of President Dr. PR Goswami. The office bearers answered the queries related to membership extension and region-wise representative/ contact person. The consortium model of Management libraries presented by Dr. Manjunath was also discussed and he was asked to submit a proposal the president for further considerations. Members requested the treasurer to send the current list of members and activities and treasurer agreed for the same. Regarding discounts for members in regn fee, secretary and treasurer informed that they will look

into the issue for next convention. They also informed that they have received five requests for next convention and during the next EC meeting , the next conference venue will be decided., which satisfies the association requirements. The treasurer proposed the Vote of Thanks and it was adjourned for next meeting.

Valedictory Programme: The General Body Meeting was followed by concluding and valedictory programme. Prof. J.V. Prabhakara Rao, Vice Chancellor of Rayalaseema University, Karnool, was the chief guest and other Board members were present for the function. Rapporteur general Dr. Manjunatha presented the proceedings of the convention and it was followed by address by Mr. Akthar Parvez, Secretary General of the association. In his address Mr. Akthar expressed his gratitude for all who are responsible for the success of the convention with special heartfelt thanks to host organization. He announced the XI MANLIBNET Best paper award for the year 2010 award jointly shared by Bhagyashree Sane,, librarian of National Insurance Academy, Pune and Anjali Bhandiwadekar, librarian of Maniben Nanavati Women's College, Mumbai for their papers "Application of modern techniques in Library Service : A case study of Insurance Sector Library" and "Assessing Service Quality in Libraries using the Gaps Model" respectively. The chief Guest in his address stressed the importance of libraries in academic environment and opined that that librarians should be proactive to adopt the technology to serve the users more effectively. The program was concluded offering mementoes to dignitaries and vote of thanks.

Conclusion:
There is no doubt that the technology has penetrated and influenced by its application in all functions of library and information /knowledge centres. It is the right time we have to accept the new trends in our field including safety measures to provide effective, efficient and quality services to our patrons. It is good note that our technological and managerial skills are being appreciated by the user community.

This convention is very productive in three ways

1. The convention is held in healthy environment with active and productive discussions from participants.
2. Attracted over 100 participants and the inaugural and concluding sessions witnessed by faculty members and authorities of host organisation. It is also worth noting that the faculty members and student volunteers of SSIM actively participated and managed the technical sessions during the convention. Mr. Shyam Sunder Rao, the organizing secretary and his library team took all pains to look into the nitty-gritty of the convention.
3. This convention provided a platform to librarians of management libraries for sharing their experiences and made them feel the need for consortium/networking for mutual benefit.

The convention was well planned, well organized and well equipped with all the ICT infrastructure, hygiene food, accommodation and the transport.

Finally, it is we library professionals make or mar the system. We should love our profession, enhance honesty, commitment and spiritual values to serve our users and acquire skills by exploiting the potential of technology without leaving the human touch.

Thank you all and wish to see more participation in next MANLIBNET convention.

Dr. Manjunatha K
Rapporteur General and Chief Librarian
T.A. Pai Management Institute, Manipal.

20th February 2010.