



MANLIBNET REVIEW

Quarterly Newsletter of Management Libraries Network, New Delhi

Editor : Tariq Ashraf

Members : Dr. Dev Raj Singh, Ramesh C. Gaur, Akhtar Parvez

FROM THE EDITORS

Minutes of the General Body meeting held at NIFM, Fardiabad on April 5, 2002

The 4th National Convention of Management Libraries Network was held at National Institute of Financial Management, Faridabad during 3-5 April, 2002. The topic of the conference was emerging paradigm of information technology and its impact on library services. The conference was attended by more than 50 participants from all over the country. The participation was little less than expected mainly due to the fact that venue of the conference was changed at very short notice and some of the members could not find time due to examinations and other pressing commitments during the month of April. But it goes to the credit of NIFM management and particularly, the organising secretary of the conference that MANLIBNET has been able to honor its commitment for holding the annual conference successfully.

The fact that conference was attended mostly by new participants, indicates the growing recognition of MANLIBNET among library professionals. It is a positive indication of increasing reach of network. The delegates keenly debated various issues relating to business and management libraries during the course of seminar and benefited from the experience of each other.

The changing contours of information technology have a direct bearing on ways the library services are being delivered. The digital paradigm has far reaching implications for all the three traditional library functions, viz : Collection, organisation and dissemination of information. It poses both a challenge and opportunity to library profession to reengineer and redesign the service modules to suit the new information environment. We are hopeful that papers presented at seminar and subsequent discussion will lead to some value addition at least in some areas of library functioning.

At the end, we would like to express our most sincere thanks once again to the Director, NIFM, Organising Secretary and other members of organising committee and all those who provided financial support for organising the conference. ■

The GBM of MANLIBNET was held last day of the 4th Annual Convention. The meeting was chaired by the President of Manlibnet who briefed the members and the delegates about Manlibnet and the earlier three annual conventions. He also remarked that Manlibnet is basically a peoples' network and the benefits of it could not be quantified. Further, the General Secretary was requested by him to briefly describe the activities done by the network during the last one year. The General Secretary informed about the goals and objectives of Manlibnet. He also informed that 3 issues of the newsletter have already been published. The General Secretary then requested the Treasurer to place the statement of accounts.

The Treasurer submitted the statement of accounts giving details about the members as on date in all categories. He informed the members about expenditure made during the last one year and the corpus available with the Manlibnet. The statement of accounts was approved by the members.

On the issue of newsletter the President informed that attempts were made to get sponsorship for the publication of newsletter. The attempts were partially successful by way of financial support coming from M/s. Edulech – a database vendor. He said that to get the publication of newsletter going we need to have sufficient corpus. He appealed to the members to make efforts to get sponsorship for the newsletter.

The members were informed that XLRI, Jamshedpur has offered to host the 5th Annual Convention of the Manlibnet during the year 2003 and made a request to the Librarian of the host institution to give tentative dates for the convention. Librarian of XLRI, hosting institution of the 5th Convention invited the members to suggest the theme for the convention. He also requested for contributions not only from library and information science professionals but also from others, well in advance so that XLRI gets sufficient time for the scrutiny and editing of the papers.

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PROCEEDINGS OF THE MANLIBNET 4TH ANNUAL NATIONAL CONVENTION ON "EMERGING PARADIGM OF INFORMATION TECHNOLOGY: APPLICATION TO BUSINESS AND MANAGEMENT LIBRARIES" HELD AT NIFM, FARIDABAD DURING APRIL 3-5, 2002

Mr. Ashok Jambhekar, Convention, Director

Mr. Ramsh C. Gaür, Rapporteur General

INAUGURAL SESSION

The 4th Annual National Convention of MANLIBNET on Paradigm of Information Technology Application to Business and Management Libraries' was held at NIFM, Faridabad during April 3-5, 2002. Dr. S.D.Khan, Librarian, National Institute of Financial Management (NIFM), Faridabad was the Organizing Secretary. About 50 from all parts of the country librarians attended the convention. Mr. P. Jayarajan, Head, Lib & Inf. Services, India, The British Council, at 10 30 A. M. on 3/4/2 inaugurated the 4th Annual National Convention on MANLIBNET. Dr. T.A.V. Murthy, Director, INFLIBNET and Prof. C. R. Karissidappa, Head, DLIS, Dharwad University, Karnataka delivered the theme address and keynote address respectively.

Dr. S. D. Khan, Librarian, NIFM introduced the dignitaries on Dais. He also gave a brief outline about the Convention and MANLIBNET.

Prof. A. N. Saxena in his welcome address said that the theme of the 4th National Convention Paradigm of Information Technology: Application to Business and Management Libraries is very useful and contemporary. He said that such events would not only help librarian but faculty also. He expressed his gratitude for organization of the 4th Annual Convention of MANLIBNET at NIFM, Faridabad.

Mr. Ashok Jambhekar, President of MANLIBNET recalls the thinking behind formation of MANLIBNET. He stressed upon the need of such networks and more so in case of Management Librarian which are facing various problems such as budget constraints, poor infrastructural availability and no proper pay scales to library staff. He said that apart from organization of its Annual Convention MANLIBNET is also publishing a quarterly newsletter. It is just 3 years old. We wish and hope that with cooperation of all MANLIBNET may achieve its set goals.

Dr. C. R. Karssidappa, in his keynote address – Application of Information Technology in Business and Management Libraries Challenges and opportunities highlighted the various issues concerning the business and management libraries. He said that we are in the world of competitiveness where core competencies are key to achieve the set goals in an organization. There is need to reshape the vision of Business and Management Libraries by adopting new concepts and emerging technologies. Libraries and Librarian, role has changed

significantly. We can not ignore this new role. He said that IT convergence have converted the whole world into a global village. He also talked about the role of various technological developments and its impact on society. He suggested and that it is the need of the hour that the library staff or Management & Business Librarian should be trained in use of various IT tools and technologies.

The new role for librarian or Management Librarian as suggested by Dr. Karissidappa is that of a knowledge manager or Information Consultant or Knowledge Navigator. Librarian need to do develop proper navigation tools other challenges as listed out by Dr. Karissidappa for Management Librarian is:

- Internet Revolution
- Information Overflow
- Intranet
- Electronic Publishing

He said that Internet provides a wealth of information. Internet is also a text based for internal as well as external information resources.

He concluded by giving few words of caution to the management librarian. First, You should harness your skills to make optimum use of IT. Exploitation of Information Highways is also required to make us available information resources worldwide. You should not only learn the use of IT but must learn how to act upon it. Librarian should find ways and means to respond effectively and innovatively to the different landscape in meeting user expectations. To face the challenge of this century business and Management Libraries need to acquire more perspectives and new competencies. He said that in my opinion it is both an exciting and challenging time. Librarian should not just be threatened by the onslaught of electronic publication and emerging digital libraries. He concluded his keynote address by reading out the following quote: "If we ride the waves of the NET, then there is bound to be some bumps. But if we stand at the age of the global information technology beach and do not get wet then wipe out of our profession is likely."

Dr. T. A.V. Murthy said that here today we are going to discuss a most crucial issue i.e. Paradigm of Information Technology. This word is having different connotation for different countries of the world. The progress of a country is directly related to the progress made by a particular country in making effective use of IT. He said that Government of India has allocated Rs. 110 Crore in 10th

plan for the development of the Librarian in the country particularly for the modernization of Libraries. He refereed the remarks made by F.W. Lancaster regarding emergence of paperless society. He stressed upon the need for digitization in Indian Management Librarian. In this regard he suggested that content management and MARC 21 are two important concepts for attention of management Librarian in India. The Management Librarian should learn about the latest IT development and effective managerial skills. He concluded his theme address by highlighting the importance of E-Factor much as E-Commerce, E-learning etc.

In his inaugural address Mr. Jayarajan recalls his days at XLRI, Jamshedpur as a Librarian. He said that we are at the crossroads. Many new things have happened and many new things are expected in future. Various challenges faced by the Library profession need to be tackled in an effective way. Management Librarian can take lead in such a situation. We have been dependent on various Information channels and media. To cope up with this dependency factor we need to develop a better coordination mechanism. We should try to provide best service to the users and also try to develop your library as the best library. We should learn how to differentiate a Good Library and a bad library. We should define criteria for setting up a library good or bad. What can be a good library? Generally speaking in my opinion a good library is that, which is fulfilling basic information needs of its clientele. But here we should have some parameters to evaluate a library. These parameters may be based on various factors such as: 1) Library resources; 2) Infrastructure support; 3) Interaction with student & faculty; 4) Opening hours etc. He said that benchmarking is very important in case of a library. You should benchmark some library to design and match the requirements of your users. The ultimate aim should be user satisfaction. Your focus should be towards total satisfaction to the customer needs.

The Inaugural session ended with a formal vote of thanks to all guests and participants as proposed by Dr. S. D. Khan, Organizing Secretary, 4th MANLIBNET Convention

Technical Session I: Knowledge Management

Mr. Ashok Jambhekar, the Convention Director, began the session by introducing of Chairman for Technical Session –I and Rapporteur General. He also explained various guidelines for presentation of papers.

In his Introductory remarks Prof R. L. Raina, Chairman recalls the keynote address as delivered by Cr. Krassidappa in which he talked about the changing role for librarian as the Knowledge Manager. After his introductory remarks about the knowledge management and its applicability to library and information field, he invited the paper presenters to present their papers on the above theme. Of the 5 papers slated for presentation, following 3 papers were presented by the respective

authors:

1. **Knowledge Management: Challenges for Information Professionals / Librarian** by Dharmendra Sachan, Chief Manager Library, Exim Bank, Mumbai: In this paper various concepts such What is Knowledge management?, Its definitions, difference between Knowledge Management and Information Management, and why Knowledge Management for the Libraries were presented. In addition to this the case study of EXIM Bank of India was also presented.
2. **Knowledge Management initiatives at NMIMS** by Vrushali Rane, Librarian, NMIMS, Mumbai: The Knowledge Management initiatives at NMIMS, Mumbai were presented. The presenter also talked about the various terminologies associated with knowledge management.
3. **Meta Data for designing Internet Resources** by Dr (Mrs.) Khaiser Nikam, Reader and Management Consultant, DLIS, University of Mysore: The presentation was focus on the Meta Data, its creation, usefulness and steps involved in Meta Data creation.

Besides this a Vendor Presentation of LIBMAN- library software By R. S. Enterprises was also made.

Dr. P.R. Goswami, Dr. S. Sirumarth, and Mr. Ramesh C. Gaur raised questions during the session.

The chairman in his concluding remarks said that knowledge management is having different connotations to various people. For corporate world it is more than a library. In this context it is important that librarians should equip themselves to play their new role as the knowledge manager efficiently and effectively.

Technical Session – II : On-line Information Retrieval System

Mr. Akhtar Parvez, Sr. Information Officer, ICRA LTD chaired the session.

After his introductory remarks about the usefulness and necessity of On-line information retrieval systems, Mr. Akhtar Parvez invited the paper presenters to present their papers on the above theme. Of the 4 papers slated for presentation, only one author was available to present his paper.

1. **Creating Internet Resources Catalogue** by Sharad Kumar Sonkar: In his paper Mr. Sharad Sonkar talked about the Internet, and various Internet resources available

In the end chairman of technical session Mr. Akhtar Parvez, concluded the session.

Technical Session – III : Digital Library & Information Services

Chairman: Mr. M.M.L. Goyal

Total No of Papers = 4+Vendor Presentation by M/s Edulech.

Mr. M.M L Goyal, Librarian, MDI, Gurgaon chaired the session. Out of 4 papers following two papers were presented.

1. Digital Information Services: Challenges and opportunities By Mr. Partha Bhattacharya

2. Information seeking behaviour of Library Users in E-Environment By Dr. S. S. Shirumath, Librarian, XLR!

Mr. Partha Bhattacharya presented the various challenges and opportunities vis-à-vis Digital Library and Information Services

Dr S. S. Shirumath talked about the information seeking behaviour of library users in the new E-environment..

Mr M.M. L Goyal observed that Digital library and information services are becoming part and partial of a management library.

Technical Session – IV: Digital Libraries

Total Number of Papers = 4

Dr. S S Shirumath chaired this session. In his introductory remarks Dr. Shirumath briefed about the present trends and past developments in the area of digital libraries.

Following two papers were presented during the session:

1. Challenging aspects of Digital Information Services by Sharad Kumar Sonkar, Digital Library and Information Centre, RGUHS, Bangalore

2. Digital Library by Vinay Kumar Kainthola, NIFM, Faridabad

Mr. Sharad Sonkar highlighted the importance of digital library and information services in present environment. He said that the digital library could help to a great extent in providing the right information at right time to the right user

Mr Vinay Kainthola in his paper talked about the various aspects of a digital library such as technological requirements, its design and development, steps involved in the designing of a digital library etc.

Mr P. Bhattacharya and Dr. Roshan Raina raised some queries to the presenters. The session came to an end with concluding remarks from the chair

Technical Session V & VI : Digital Information Resources & Information Marketing in Digital Era

Chairman : Mr Partha Bhattacharya, FITT

Total Number of Papers = 5+Vendor Presentation by Verghese Electronic Publishing

Due to time constraints the technical session V & VI were jointly organised. Mr Partha Bhattacharya chaired this session. During the session following three papers were presented:

1. Information Marketing in the digitalised Era by Ms. N R. Chavan, Crisil-Infac, Mumbai

2. Information Marketing : Strategic Consideration for Academic Librarian by P K Chaudhary, Sri Sringeri Sharada Institute of Management, New Delhi

3. Information Access and Retrieval System for

Management Libraries by Harvinder Singh

In her paper Ms. N.R. Chavan talked about the marketing of information services and products. She presented the case of Crisil-Infac library as an example of such marketing. She emphasized on the need of good marketing strategy and better product designing for marketing of library and information services

Mr. P.K. Chaudhary while presenting his paper emphasized on the need of target marketing of library and information services and products. In his proposal he targeted the alumni as the customer base for information marketing. Mr Akhtar Parvez, Mr Prabhakar Singh, Mr Ashok Jambhekar and Dr S.S. Shirumath raised the various questions.

Mr Ashok Jambhekar concluded the day's proceedings by highlighting the difficulties in the marketing of library and information services. But at the same time he advised the librarians to be ready for adoption of this revenue generation activity.

Technical Session VII : Archiving Excellence through Information Technology

Chairman : Dr. P. R. Goswami

Total Number papers . 7

Dr. P. R. Goswami, Chief Librarian, Planning Commission chaired the session. Out of 7 papers following 5 papers were presented during this session:

1. Funding proposal for reengineering of library and information services . A case study By : Ramesh C. Gaur

2. Business Information Systems by Akhtar Pravez

3. Digital Library Onslaught by Dr P R. Goswami

4. Intranet Technology By. K. Nagraj

5. Economizing the dissemination of information in the electronic information era : A case study of ICRIER. By Manjeet Raizada

Mr. Ramesh C Gaur's paper was based on the project he undertaken for the preparation of funding proposal for reengineering of Lady Irwin College Library.

Mr. Akhtar Parvez in his paper presented an overview of various offline as on-line information sources and services available at ICRA Library.

Dr P.R. Goswami in his paper advocates the need of print media in the digital era. He also talked about the hybrid library structure in present context

Mr K Nagraj presented about the various aspects of INTRANET Technology

The session came to an end after a lively discussion. This followed by a panel discussion.

Panel Discussion on Challenges of Digital Libraries
The following panelist expressed their views on Challenges of Digital Libraries:

i. Dr. A. Lahiri, Advisor, NISSAT

ii. Dr. Kalpna Dasgupta

iii. Mr Ishwar Bhat, British Council Library

iv. Prof. Ashok Hernal

At the end valedictory session took place which was followed by the distribution of participation certificate. The

Convention come to an end with formal vote of thanks presented by Dr. S.D. Khan, Organizing Secretary.

LIST OF NEW MANLIBNET MEMBERS

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**"Enhance Library Information Services
Through OCLC Global Co-operation"**

Seminar Held at Indian Institute of Management, Ahmedabad, Wednesday March 13, 2002.

The seminar was conducted by Mr. Andrew H Wang, Executive Director of OCLC, Asia Pacific – Dublin, Ohio, USA and Ms. Shu-En-Tsai, Manager, Asia Pacific Library Services, OCLC, Asia Pacific.

About 40 library professionals from Gujarat state participated in the seminar. The academic institutions to R&D organisations were represented by the professionals. This was a presentation-cum demonstration seminar.

Mr. Wang gave a brief introduction to OCLC and elaborated the benefits that can be derived by participating in the OCLC's activities and work.

The following were the objectives :

1. Understand OCLC and the global library cooperative programmes.
2. Understand the state of art as well as the trend of information technology
3. Understand the concept and means of advance information service in the 21st century
4. Participate in the global library cooperative programmes through OCLC, and adopt OCLC information service to enhance library information service.

He further said that the users get the collective expertise of librarians world-wide. He recommended the

professionals present to join the pioneering effort to derive the following benefits

Expand your expertise. You are linked to other libraries for subjects, languages and collections outside your library's scope. You can improve your library's ability to respond more quickly and accurately on a broader spectrum of research than you could do on your own.

Add value to reference interactions with users. Librarians add value to reference interactions by obtaining answers to difficult questions from expert librarians at other institutions.

Extend your hours. Offer reference services beyond the business hours of your library by cooperating to "cover the desk" 24X7 with other reference librarians.

Archive answers. Reference transactions are stored in a Q&A knowledge database that you can access for ready reference. Think of this as a "virtual" 3X5 card file of reference questions and answers.

He informed the participants that by paying a one time fees of \$350, libraries can become member of their online cataloguing service. The membership allows use of OCLC Online Cataloguing also known as WorldCat. This is a bibliographic information of more than 10000 libraries and in terms of unique records it has 50 million records. (Proceedings have been reported by sh. Ashok Jambhakar-IIM-Ahmedabad)

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Further he added that he will also publish the proceedings in CD Format. He also made suggestion for upgradation of the Manlibnet newsletter to Manlibnet Bulletin.

Librarian of IMT, Ghaziabad suggested the topic of 'Staff Development Policies' as a theme for the next convention. In this context the issue of parity of scales was discussed. Librarian, ICRA said that it is a complex issue therefore suggested Manlibnet could approach the ILA and make joint efforts in this direction. The General Secretary apprised the members of the status of this issue particularly after the pay scales announced by 5th Pay Commission. He informed that the matter was still under consideration in the Ministry of HRD.

The Librarian of JBIM, Mumbai exhorted the members to introspect and decide if the Librarians wished to club themselves with teachers or technologists.

Suggestions for sending electronic copy of the newsletter through e-mail were taken note of.

The President informed about the formation of Asia Pacific Business School Librarians' Group initiated by INSEAD Singapore, and indicated that Manlibnet would benefit by joining the group

The editor of Manlibnet newsletter appealed to all members to come forward and contribute information and other support for its publication on time.

The feeling among the members present was that spirit of co-operation and goodwill among the members will help the network to grow and prosper.

The meeting came to an end with vote of thanks to the chair.

The 5th Annual Convention of MANLIBNET is being hosted by Library of XLRI, Jamshedpur. The dates and theme of conference papers will shortly be announced.

LIST OF 4TH MANLIBNET PARTICIPANTS

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5th Apr 2002

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PRINTED AND PUBLISHED BY

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