



MANLIBNET REVIEW

Newsletter of Management Libraries Network

Editors: **Dr. Tariq Ashraf** and **Mr. Jitender Sharma**

From President's Desk

I feel honoured to preside over the Chair of Management Libraries Network (MANLIBNET). There are mixed emotions I am feeling gripped with and my memories go back to last decade when MANLIBNET was born. Most of us were not sure of its organisational strength and sustenance though we all were clear of our objectives and mission. It is a matter of pride that MANLIBNET today has come off age, climbing the ladder slowly but steadily. This would not have been possible without your commitment, dedication and a clear and strong vision to make MANLIBNET a voice of thousands of professionals working in Management and Business Libraries.

MANLIBNET has organised nine national conventions and various other programmes. The process of organising the Tenth National Annual Convention is in the pipeline. During the current year we have planned to constitute different regional committees which will organise programmes for the enhancement of skills in LIS professionals at local level under the umbrella of MANLIBNET. In the first meeting of the MANLIBNET Executive Council, we had formed Regional Committees from Gujarat and Maharashtra.

I am happy to share with you that MANLIBNET in collaboration with Entrepreneurship Development Institute (EDI), Ahmedabad organised the first Round Table Conference in May this year. More than 95 library professionals across Gujarat participated in the conference. Further, BRCM College of Business Administration, Surat would be organising a full day Librarian Development Programme in September 2008. On behalf of MANLIBNET and on my own behalf I thank all such Institutions which are hosting programmes to promote the service culture in the modern librarianship era.

From this platform along with all the members of MANLIBNET, I extend my gratitude to all the former Presidents of MANLIBNET and other senior professionals for bringing our Association at this height. With your continued guidance and support and with the help of the young team of the newly elected Executive Committee, I am sure that MANLIBNET would change the way LIS professionals function in their respective work places.

With Best Wishes,

Dr. P. R. Goswami



The New Team: Members of the Newly Elected Executive Council of MANLIBNET

**List of Executive Committee Members
Management Libraries Network**

Sr. No.	Name	Position Held	Present Employment
1.	Dr. P. R. Goswami	President	Director, National Social Science Documentation Centre, ICSSR, New Delhi
2.	Mr. H. Anilkumar	Vice President	Librarian, Indian Institute of Management, Ahmedabad
3.	Mr. Akhtar Parvez	General Secretary	Manager, ICRA Limited, New Delhi
4.	Mr. Shantanu Ganguly	Secretary	Librarian, Indus World Business School, Greater Noida
5.	Dr. Manjunatha K.	Secretary	Librarian, TA Pai Management Institute, Manipal
6.	Mr. Jitender Sharma	Treasurer	Librarian, NIILM Centre for Management Studies, New Delhi
7.	Mr. Akhtar Hussain	Member	Deputy Librarian, IMT, Ghaziabad
8.	Mr. B. Ganapathi	Member	Librarian, Entrepreneurship Development Institute (EDI), Ammedabad
9.	Mr. Chantrakanta Swain	Member	Librarian, Regional College of Management Bhubaneshwar, Bhubneshwar
10.	Mr. Dharam Vir	Member	Librarian, Hindustan Times, New Delhi
11.	Mr. Piyush Pant	Member	Deputy Librarian, ICFAI, Gurgaon
12.	Mr. Rajesh Kumar	Member	Librarian, Asia Pacific Institute of Management, New Delhi
13.	Mrs. Ruma Sharma	Member	Librarian, All India Management Association, New Delhi
14.	Mr. S Shyam Sunder Rao	Member	Librarian, Siva Savani Institute of Management, Secundarbad
15.	Mr. Shaji John	Member	EBSCO
16.	Dr. Tariq Ashraf	Member	Deputy Librarian, University of Delhi
17.	Ms. Vijyalakshmi Vardan	Member	Chief Information Officer, Business Today
18.	Mr. R Venkata Kesavan	Member	Chief Manager, TAKC, Times Group, Mumbai
19.	Ms. Meeta Rathod	Member	Librarian, BRCM College of Business Administration, Surat
20.	Ms. Sheetal D. Tank	Member	Librarian, Atmiya Institute of Technology and Science, Rajkot
21.	Ms. Sushma Arora	Member	Librarian, Tata Consultancy Services, New Delhi

Ninth Annual Convention of MANLIBNET-2008

Business and Management Librarianship: The Decade Ahead

The Ninth Annual Convention of MANLIBNET was organised at Indian Council of Social Science Research (ICSSR), New Delhi from 4th to 6th February 2008. The title of the convention was “Business and Management Librarianship: The Decade Ahead”. It was attended by over 125 library professionals from all corners of the country.

The convention began with the Inaugural Function which was followed by ten technical sessions. Altogether about twenty nine papers were presented during these sessions.

List of Technical Sessions is given below:

1. Knowledge Management
2. Marketing of Library Services
3. Special Lecture
4. Competencies
5. Consortia
6. Automation & Digitization
7. Marketing of Library Services
8. Information Services and User Behaviour
9. Knowledge Management II
10. Digitization II

This was followed by a lively Panel Discussion on the theme of the Convention. The Convention ended with a valedictory function chaired by Mr. Luv Verma, Joint Secretary, Ministry of Culture, Government of India.

Inauguration of the Convention

The Chair of the Chief Guest was honoured by Padma Shri Dr. Pritam Singh, Professor of Eminence, Management Development Institute, Gurgaon.

In a thought provoking inaugural address, Dr. Pritam Singh suggested the ways in which the business librarians should cater to the stakeholders of the library. While describing the librarianship as a noble profession, he explained the ways to cope up the challenges of the new generation users. He called upon the library

professionals to change their mindset from librarians to teachers. He called for the imminent change from I Know Everything to I Know Something to I know Nothing.

He suggested three important philosophical points that all business librarians need to remember for serving the user community effectively and purposefully. These are:

- What is the purpose of one's life?
- Can someone hear the sound, nobody hears?
- Is it the contribution that makes one great.

After releasing the Conference Volume, Dr. Pritam Singh, declared the Convention opened to the participants for fruitful discussions.

TECHNICAL SESSION 1

Knowledge Management (KM)

Session Chair : Shri Chikkamalliah, Indian Institute of Management, Banaglore

Rapporteur : Ms. Sheetal Tank, Librarian, Atmiya Institute of Technology and Science, Rajkot

The following topics were discussed:

- Knowledge Management in Libraries
- Information Management and Knowledge Management
- Mass Media Archives as a Business Knowledge Support Centre
- Role of library professionals in KM and strategies of KM

Discussion: Web 2.0, KM and Business Information Needs.

TECHNICAL SESSION 2

Marketing of Library Services

Session Chair : Dr. Khaiasar Muneebulla Khan, Department of LIS, Mangalore University

Rapporteur : Ms. Meeta Rathod, Librarian,
BRCM College of Business
Administration, Surat

The following topics were discussed:

- Concept of marketing in the context of libraries;
- Basic understanding of marketing for library professionals; and,
- Importance of industrial information for growth and economic development of a region.

Discussion: Sharing of best practices and measurement of outcomes in libraries.

TECHNICAL SESSION 3

**Special Lecture by Prof. J. K. Mitra, Dean,
Faculty of Management studies, New Delhi**

Topic : **Management Library : User Needs**

Prof. J. K. Mitra considered that most important factor for librarianship was the changing user profile. He described new user groups as:

- Digital, Remote control generation, anti-classic orientation;
- Demanding latest, topical and immediate information;
- Prefer non print modes;
- Heavy users of databases and magazines;
- Moderate users of abstract services, e-libraries and,
- Low users of books and journals

Prof. Mitra proposed the concept of primary user parameters which may be considered to develop the following user focused services:

- Relevant, Insight (purpose)
- Simple (process)
- Exclusive, Up to date, Range, Strength, Valid (product)
- Prompt Support, Enthusiastic (people)
- Economical (price)
- Near, Orderly (place)

TECHNICAL SESSION 4

Competencies

Session Chair : Dr. K. L. Mahawar, Head,
Department of LIS, Baba
Saheb Bhim Rao Ambedkar
University, Lucknow

Rapporteur : Mr. Chandrakant Swain,
Librarian, Regional College
of Management,
Bhubneshwar

The following topics were discussed:

- Map the various business competencies, with personal and professional competencies; and,
- To face the challenges of competencies, develop the right balance of technical skills and spiritual strength.

Discussion :

- Need of training programme on ICT skills for LIS professionals.

TECHNICAL SESSION 5

Consortia

Session Chair : Dr. Krishan Gopal, University
Librarian, Jawarlal Nehru University

Rapporteur : Ms. Lata Suresh, Manager, Library
and Documentation Centre, Institute of Health
Management Research, Jaipur

The following topics were discussed:

- Advantages, Disadvantages, Need and Types of consortium;
- Professional Training, Workshop for LIS professionals;
- Channels of communication between Librarian and Publishers; and,
- Support from Management, Teachers and Government.

Discussion:

- Importance of consortium; and,
- Issues beyond the purchase of resources.

TECHNICAL SESSION 6

Automation and Digitization

Session Chair : Dr. Ramesh Gaur, Head, Kala Nidhi, Indira Gandhi National Centre for the Arts, New Delhi

Rapporteur : Mr. Anil Mane, Deputy Librarian, IBS, Mumbai

The following topics were discussed:

- Introduction to Digitization;
- Main future plans of the libraries like Digital library, automation, library networking;
- Structure of Z39.50, its usefulness and relevance for information retrieval;
- Talk on GSDI; and,
- Disadvantages of digitization.

Discussion:

- Importance of Automation and Various Digital Library Issues.

TECHNICAL SESSION 7

Marketing of Library Services 2

Session Chair : Ms. Sushma Arora, Librarian, Tata Consultancy Services

Rapporteur : Ms. Anuja Navratna, Librarian, CRISIL

The following topics were discussed:

- Marketing Strategies, User Needs;
- Marketing Audit; and,
- 4 P's of Marketing.

Discussion:

- Importance of Marketing in Libraries within the organization.

TECHNICAL SESSION 8

Information Services and Users Behaviour

Session Chair : Mr. Shantanu Ganguly, Librarian, Indus World Business School, Greater Noida

Rapporteur : Mr. Shyam Sunder Rao, Librarian, Siva Savani Institute of Management, Secunderabad

The following topics were discussed:

- Lack of libraries in Industries;
- Requirement of employees of industries are generally not fulfilled; and,
- Users are generally forced to use other libraries for their information needs.

TECHNICAL SESSION 9

Knowledge Management 2

Session Chair : Dr. M. Natarajan, Scientist, NISCAIR, New Delhi

Rapporteur : Mr. Salek Chand, Librarian, NIIFW, New Delhi

The following topics were discussed:

- Different KM styles, evaluation of KM, Value of KM professionals

Discussion: Mr. H. Anilkumar, IIM, Ahmadabad spoke on managerial and technological perspectives for LIS professionals. He discussed Lib 2.0, long tail, technology developments, core knowledge, SUSHI, federated search, open access and IR, status of librarians and outsourcing in libraries.

TECHNICAL SESSION 10

Digitization 2

Session Chair : Mr. Chikkamalliah, IIM, Bangalore

Rapporteur : Mr. Siva Chidambaram, Librarian, NIPFP, New Delhi

The following topics were discussed:

- Digital library services, web based services, CD ROM services

Discussion:

- Role of MANLIBNET in meeting the expectations of participants.

Photo Gallery

Ninth Annual Convention of MANLIBNET-2008



Dr. Pritam Singh, Professor of Eminence, MDI, lighting the lamp at the MANLIBNET Inaugural Function as (from left), Prof. Roshan Raina, Director, Lal Bahadur Shastri Institute of Management, Mr. Jitender Sharma, NIILM and Ms. Sheetal Tank, Atmiya Institute of Technology and Science look on.



*From Left:
Mr. Akhtar Parvez,
Mr. M M L Goyal,
Dr. Pritam Singh,
Dr. Roshan Raina and
Mr. Jitender Sharma during the
Inaugural Session of the
9th Manlibnet Convention*



*Guests & Delegates during
the inaugural session of the
9th Manlibnet Convention*

Photo Gallery

Ninth Annual Convention of MANLIBNET-2008



Participants attending a Technical Session



Mr. Chikkamalliah, Librarian, IIM, Bangalore addressing the Participants during the Technical Session on Knowledge Management (KM)



Dr. Krishan Gopal, University Librarian, Jawaharlal Nehru University and Ms. Lata Suresh, Manager, Library and Documentation Centre, Institute of Health Management Research, Jaipur during the Technical Session on Consortia

Photo Gallery

Ninth Annual Convention of MANLIBNET-2008



*Participants during the
Lunch Break*



*One of the Exhibitors during
the Convention*



*Ms. Geethanjali, TCS, Chennai
presenting a memento to
Mr. Dinesh Gupta, during the Panel
Discussion on Business and
Management Librarianship:
a Decade Ahead.*

Photo Gallery

Ninth Annual Convention of MANLIBNET-2008



Mr. M. M. L. Goyal addressing the delegates before leaving the eventful office of the President, MANLIBNET



*From Left:
Mr. H. Anilkumar, Vice President,
Dr. P. R. Goswami, President,
Mr. Akhtar Parvez, General Secretary,
Mr. Jitender Sharma, Treasurer and
Mr. M. M. L. Goyal, Former President,
after taking over as the new
office bearers of the Management
Libraries Network.*



Delegates during a Photo Session

Panel Discussion on Business and Management Librarianship : The Decade Ahead

Highlights of the Discussion

- Changing Paradigm of librarianship specifically the business librarianship;
- Importance of customer focus, marketing and innovation;
- Value added services, Global out-reach.
- Networking for better knowledge acquisition, organization and sharing;
- Proactive service to users;
- Sharing of failure is equally important as sharing of success stories;
- Developing vision for ourselves and for libraries;
- Offer world class service to the users;
- Think of new product line, data providers, and user profiles;
- Competency Development;



From left: Dr. H K Kaul, Director, DELNET, Ms. Kalpana Dasgupta, Knowledge Commission, Prof. Roshan Raina, Director, Lal Bahadur Shastri Institute of Management, Dr. Ravi Chaddha, Joint Secretary, Government of India and Dr. Dinesh Gupta, Associate Professor & Head, Department of Library & Information Studies, Bardhaman Mahavir National Open University, Kota during the Panel Discussion on Business and Management Librarianship: a Decade Ahead

- Updating skills; and,
- Sharing the expertise through best practices.

Valedictory Function

The Chief Guest, Mr. Luv Verma, Joint Secretary, Ministry of Culture, Government of India announced and presented the Best Paper Award.



From Left: Mr. Luv Verma, Joint Secretary, Ministry of Culture, Government of India, Dr. H K Kaul, Director, DELNET and Ms. Kalpana Dasgupta, Knowledge Commission, during the Valedictory Function of 9th MANLIBNET Convention in New Delhi

Recommendations:

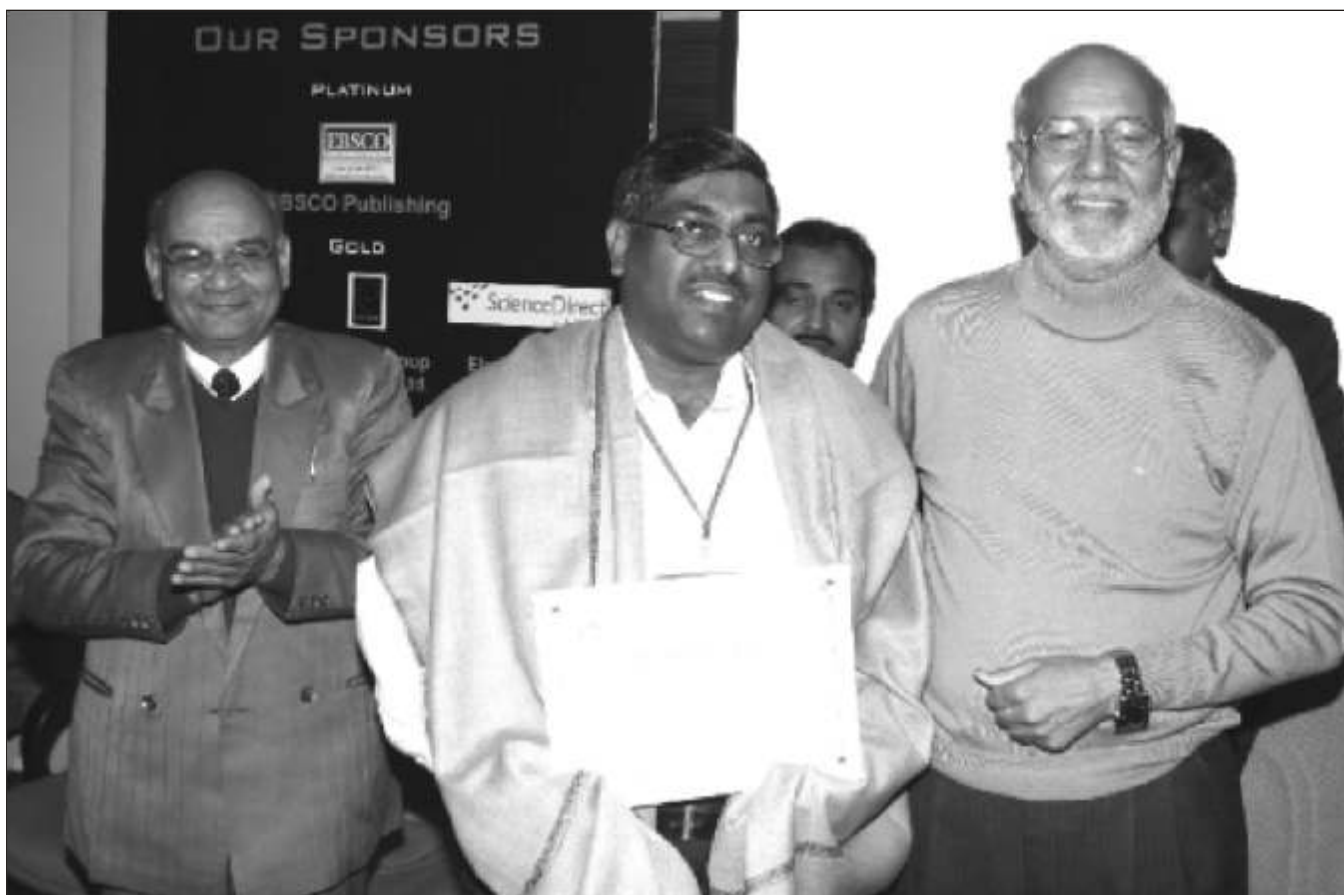
1. Management and Business Librarians need to be encouraged to take up Knowledge Management roles in their organisations.
2. Sharing of best practices of libraries through MANLIBNET conventions could become an annual feature and these should be documented.
3. Marketing of library services needed to be taken seriously to improve the usage of library resources.
4. A consortium of MANLIBNET libraries is the need of the day.

MANLIBNET Best Librarian Award 2007

Shri M. M. L. Goyal, the then President of MANLIBNET announced the Best Librarian Award for the year 2007. The award was conferred on to Mr. H. Anilkumar, Librarian, IIM Ahmedabad in recognition of his contribution to library profession and achieving excellence in managing libraries and designing pioneering and innovative practices to render best possible services to user community.

Mr. Anilkumar's contribution to library profession is worth emulation for all of us. He has set new parameters in the conduct of professional duties, set new benchmarks, and raised the bar of efficiency, integrity, sincerity and propriety to new heights. His long and distinguished career has been a reading in copy book librarianship.

Mr. Anilkumar possesses extraordinary ability to motivate the staff, to focus their intellectual energy, and to inspire new thinking and ideas. He has shown remarkable evidence of skills in forming partnerships, collaborations, and coalitions of relevant organizations to promote the mission of librarianship. MANLIBNET family wish him the very best in coming years.



From left: Mr. M. M. L. Goyal, former President, MANLIBNET, Mr. H. Anilkumar, recipient of the MANLIBNET Best Librarian Award for the Year 2007 and Dr. Pritam Singh, Professor of Eminence, MDI during the Award ceremony. Dr. P. R. Goswami, President and Mr. Jitender Sharma, Treasurer. MANLIBNET can also be seen in the background.

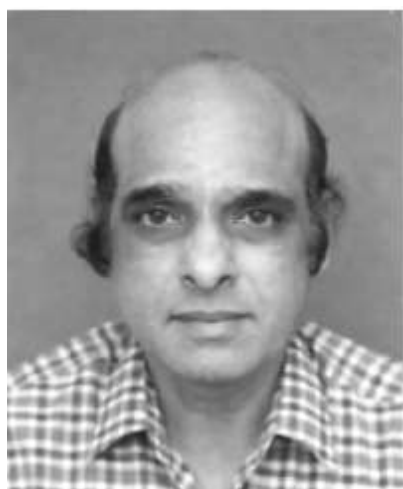
MANLIBNET Best Paper Award



Dr. H. Divakara Bhat, NMAM Institute of Technology, Udupi, Karnataka receiving the Best Paper Award from Mr. Lov Verma, Joint Secretary, Ministry of Culture, Government of India as (from left) Prof. Roshan Raina, Mr. H. Anilkumar and Mr. Jitender Sharma look on.

The Best Paper Award was conferred on to Dr. H. Divakara Bhat for his paper titled, “Information Seeking Behaviour of Industrial Management Personnel: A study undertaken with respect to manufacturing and process industries in Dakshina Kannada, Karnataka” in joint authorship with Dr. A.K.Baradol. The Award was presented during Valedictory function of the Convention by Shri Luv Verma, Joint Secretary, Ministry of Culture, Govt. of India.

Ashok Jambhekar Memorial Lecture



Founder President Late Shri Ashok Jambhekar

First Ashok Jambhekar Memorial Lecture was organised at the All India Management Association, New Delhi in November, 2007. Late Shri Ashok Jambhekar was a distinguished professional and Founder President of MANLIBNET.

Shri Raj Chengappa, Managing Editor, India Today Group delivered the Memorial Lecture on “The Information Explosion: From Chaos, can we have Cosmos”. The lecture was attended by over 120 library professionals from in and around Delhi. Mr. Chengappa explained the ways and means by which librarians can satisfy the users expectations.

Dr. P.R. Goswami, the then General Secretary, MANLIBNET welcomed the speaker and the participants. The Vote of Thanks was extended by Mr. Jitender Sharma, Treasurer, MANLIBNET and Organizing Secretary of the Memorial Lecture.

MANLIBNET Gujarat Chapter's Round Table Conference

“Management Librarians and Their role in Promoting Research”

The first round table conference of MANLIBNET was held on 17th May, 2008 at Entrepreneurship Development Institute (EDI), Ahmedabad. Over 95 library professionals across the Gujarat participated in the conference.

The welcome address was delivered by Prof Sunil Shukla, Chairperson (PGP) and Chief Faculty of the Institute. He briefed the guests and participants



about EDI and its activities with a focus on the EDI Library and Information Centre.

Mr. H. Anilkumar, Librarian, IIM, Ahmedabad and Vice President, MANLIBNET introduced the Chief Guest Prof. Omprakash K. Gupta, former Director, Nirma Institute of Management.

The highlight of the round-table conference was keynote address by Prof. Omprakash Gupta. He talked about applying 4Ps of Marketing Management formula to library services. These were

- Purge (destroy) the outdated materials in the library and provide latest information,
- Preserve/ Protect the knowledge through proper documentation.
- Produce (Publish) or create the knowledge.
- Promote Research : Librarian should get their research papers published and should act as catalyst to the faculty.

Prof. Gupta agreed to work with the librarians for research and getting their papers published.

Mr. Ganapathi, Librarian, EDI made a presentation about EDI library and Information Centre and its activities to the delegates.

Mr. H. Anilkumar and Mr. Satish Deshpande, Librarian, British Library initiated the discussion on the activities of MANLIBNET Gujarat. The following points were discussed:

1. Research and publication by library staff and collaborative research should be encouraged.
2. Conduct a Need Assessment study of librarians by focus group in the research front and organize training programmes in Research Methodology.
3. Exchange of library staff among various libraries.
4. Exposure to practical librarianship for the library science faculty.
5. Creation of databank of problems faced by library professionals with practical solutions or practices desired.
6. Conducting Training Programmes for librarians for inculcating entrepreneurial competencies, qualities and creating corporate culture in them.
7. Introducing programmes in the institutions for increasing the reading habits in the users.
8. To develop a policy for weeding out of books.
9. Institutional Repository programmes by various libraries.
10. Training programmes on Dspace.
11. To strengthen the Resource Sharing activities.

Mr. Ganapathi proposed vote of thanks for the distinguished guests, invitees, delegates and sponsors.

Achievements

Mr. R. Venkata Kesavan, Chief Manager, Times Archives and Knowledge Centre (TAKC), Mumbai and an Executive Committee member of MANLIBNET, took charge as the Printer & Publisher of Times of India Group for its Mumbai operations on May 23, 2008. Besides the leading dailies like The Times of India, The Economic Times, and Mumbai Mirror he is responsible for the National Supplements from the group such as Times Life, Brand Equity and Corporate Dossier. For the first time in the history of the Times of India Group, a Library professional took charge of the publishing responsibilities.

MANLIBNET wishes Mr. Venkata Kesavan, all the best in his new endeavors.



Mr. R. Venkata Kesavan

Dr. Tariq Ashraf, Editor MANLIBNET Review has been commissioned, along with Ms. Puja Anand Gulati of the University of Delhi, by a US based publishing house to edit one of their publications titled "Developing Sustainable Digital Libraries: Socio-Technical Perspectives" upon acceptance of their joint proposal. The book is scheduled to be published in June 2009 by IGI Global (formerly Idea Group Inc.), publisher of the Information Science Reference (formerly Idea Group Reference), and Medical Information Science Reference imprints.

Ms. Lata Suresh, Manager, Library and Documentation Centre, Institute of Health Management Research, Jaipur received the SALIS Award for her outstanding contributions to the profession during the Inaugural Session of SALIS 2008 National Conference held at Kumaraguru College of Technology, Coimbatore. The award was given by Dr. K. Arumugam, Vice-Chairman, Kumaraguru College of Technology, Coimbatore in the presence of Arutselvar Dr. N. Mahalingam, Chairman, Sakthi Group.



Ms. Lata Suresh, Manager, Library and Documentation Centre, Institute of Health Management Research, Jaipur receiving the SALIS Award

MEMBERSHIP FORM

MANAGEMENT LIBRARIES NETWORK(MANLIBNET)

(Send to: Mr. Jitender Sharma, Librarian, NIILM CMS, B-II/66, MCIE, Mathura Road, Badarpur, New Delhi 110044)

Address for Communication

Akhtar Parvez,
General Secretary
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Flat No. 9, 2nd Floor, Nazir Apartment,
277 Okhla, Jamia Nagar, New Delhi 110025.
Phone: +91-9810306902 e-mail: akhtaronline@gmail.com

Membership No. _____

Receipt No. _____

Date _____

Approved by EC _____

Meeting dated _____

Dear Sir,

Please enroll me as a Life/Ordinary/Institutional Member of the MANLIBNET. I am enclosing a Cheque/Demand Draft No. _____ dated _____ drawn on _____ for Rs. _____ being the requisite fee favouring Management Libraries Network.

My particulars are as under (Please use capital letters)

Mr./Ms./Dr. _____ Date of Birth _____

Qualifications _____

Designation _____ Type of Library _____

Office Address _____

Mailing Address _____

Telephone (O) _____ (R) _____ Fax: _____

Email: _____ I have read the rules and regulations of the Network and undertake to abide by these.

Yours sincerely,

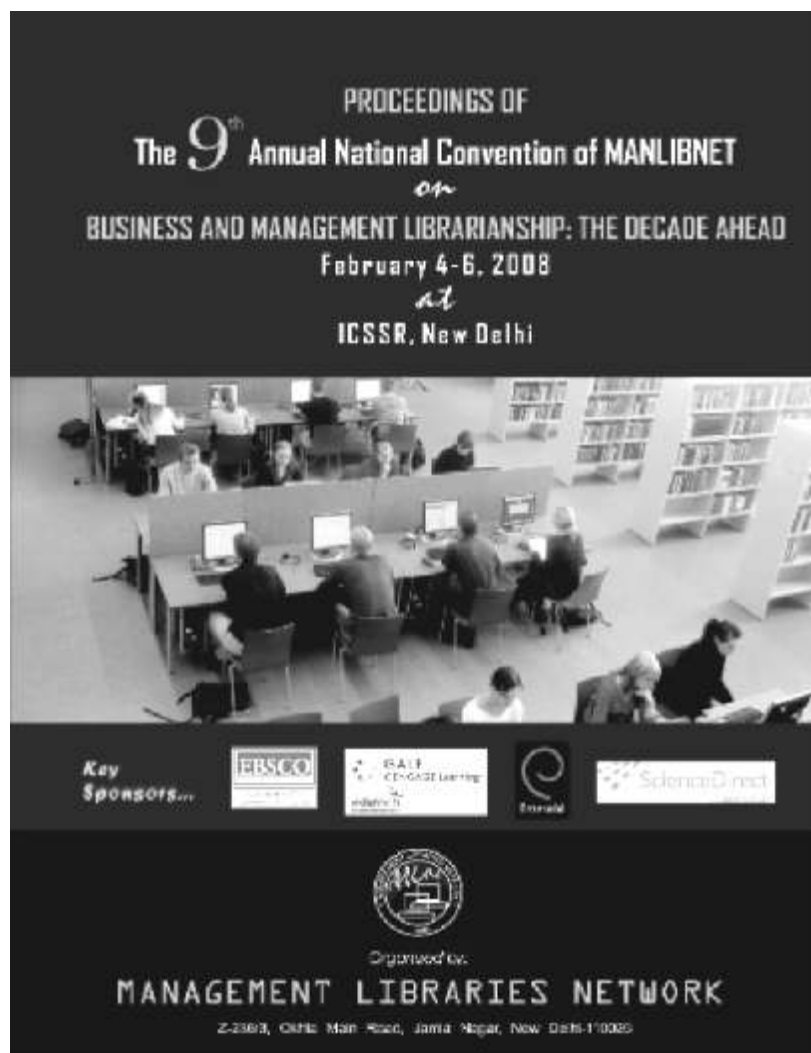
Signature

Cheque/Demand Draft may be drawn in favour of "MANAGEMENT LIBRARIES NETWORK" payable at Delhi. Please include Rs. 100/- for outstation cheques.

MEMBERSHIP FEE:

- | | |
|---------------------------------------|--|
| 1. INDIVIDUAL (ANNUAL): RS. 200/- | 2. INDIVIDUAL (LIFE): 1000/- |
| 3. INSTITUTIONAL (ANNUAL): RS. 1000/- | 4. INSTITUTIONAL / CORPORATE (LIFE): 25000/- |

(For Office Use)



The papers contributed by eminent professionals on the theme "Business and Management Librarianship: The decade ahead" are available for sale.

Copies can be obtained by sending a Demand Draft for Eight Hundred Rupees per copy in favour of "MANAGEMENT LIBRARIES NETWORK" payable at New Delhi to:

Mr. Jitender Sharma

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