Management
Libraries Network

Manlibnet Review

10th Annual National Convention

Human Approach in Librarianship

Management Corner

Technology Corner

Conference Alert

Editors

Shantanu Ganguly &
Jitender Sharma

Executive Council Members

From the President's Desk...

For the past few years MANLIBNET is trying to expand its membership. It has more than ninety five life members and ninety ordinary members spread all over the country. Institutional membership is still at a fledgling stage perhaps due to the reason that we have not been able to publish or distribute regularly suitable literature in the field of management librarianship that can benefit our members. In other words, tangible benefits to be enjoyed by the institutional members is not yet visible. And to overcome this, the Executive Committee has decided to add value to the newsletter by publishing useful news items and features. We believe that this issue addresses some of the problem of management librarians.

One can raise a question what's special about management librarian and what sort of basic skills are required to become a good management or business librarian? For a librarian of a management institution, information support and document delivery are traditional tasks and to do these in a better way one has to develop a fairly good understanding of literature in the field. A regular habit of shelf reading or shelf rectification in the morning hours with the circulation staff is a good idea, this can be supplemented by regular interaction with the faculty and the students; and also by reading course curriculum, publishers catalogue as well as book review section of certain periodicals like Harvard Business Review, Journal of Economic Literature etc. In case of a business librarian, the skills set could be different. Perhaps, familiarity with certain esoteric sources of information including business data serials like Stock Exchange Directory or NSSO'S reports on Consumer Expenditure could be useful. It should be borne in mind that familiarity with sources of information does not mean knowing the title, author or publisher of the source.

One should develop an understanding of the content and structure of these sources so that relevant information can be extracted from the sources and presented in a proper format to the business analysts. Unfortunately, library schools in the country have not given enough attention to this matter. In the beginning of 2008, IGNOU had called a meeting of experts to redesign its library science programme and it was recommended that a suitable course on Business/ Corporate Librarianship could be launched. The members observed that corporate houses are looking for persons who can organize their data archives and libraries and retrieve selective information from multifarious sources and present them in a capsule form. This sort of skill can be developed only by designing a special course, on Business Librarianship. We believe IGNOU will start this programme very soon.

In addition, librarian working in management schools and corporate houses have to adapt to the new possibilities of information technology as libraries have now become information centers providing access to information that is available not only locally, but also worldwide.

P R Goswami
Director, Central Secretariat Library,
Ministry of Culture, Govt of India

CONTENTS

Customer Delight: Success Mantra to Survive and Flourish

Jitender Sharma
Librarian & Marketing Manager – Journal of Marketing Communications
NIILM Centre for Management Studies, New Delhi

Customers are biggest asset of any business or organization. Libraries are no exception to it. You all must have heard phrases like customer care, customer service and even the customer delight but what does it all mean to you? What happens when you first interact with a customer? What occurs to build a relationship? Do you spend more time and resources to get new customers than on enhancing the relationship with current customers? What makes your library unique? How do you relate and adopt these terms to your work and improve the service experience you create for your customers and delight them?

We have to understand first what customer delight is all about. It is not just about customer care or service or their satisfaction. Customer expectations are typically not very high. Your job is to surprise them with the level of service you provide. Customer delight is doing what they haven't even imagined. What will cause them to say WOW! It has a personal touch, it appears spontaneous, and makes customers feel good. You have to anticipate their needs and solve their problems.

Ranganathan five laws of library science also have strongly advocated for customer delight albeit in a simplistic language. The laws "Every reader its book" or "Every book its reader" or "Save the time of reader" are all about matching users expectations and also a step further by taking initiation for making the users aware about the resources available and all this in least possible time too. This is nothing but customer delight.

It is about your pro-activeness to keep the customer informed about the services you can offer. At the same time it is important that you are not irritating him. Communication and presentation skills play a very major role. Make use of the rare opportunity of that single visit that an information hungry customer paid who was in real search of some information. Don't let it slip with your hands. Serve him with all your possible means to a level that he might not have expect. Please remember one such successful encounter with one customer will ensure and convince him that libraries are indispensable and in turn will bring you many more such customers and here lies you and your profession survival.

It is duty of every individual in staff to take care for customer delight. Remember, it even includes the person responsible for cleaning the premises, person responsible for managing entry-exit gates, person at property counter keeping his belongings, person handling his query till the top official who has to ensure that customer requirements are met timely and to the extent of his full satisfaction. There is no exception to it. Every one in your library has to look for better ways for customers delight. And remember it is not such a great thing. We just have to listen to what our customers are telling us and act accordingly. We must know who our customers are and what do they want. It has to be an ongoing process.

It is evident that customers can be either rational or irrational. Sometimes you might have a really bad day and you have a customer with really poor social skills demanding your urgent attention. Good customer service skills that you learnt while studying including patience listening and problem-solving attitude rather than loosing your cool too will help you gain control over yourself. Give a chance to spell out all what lies in his heart and then judge what has really made him dissatisfied and then meet the genuine needs. Believe me that patience listening and a little act of meeting his genuine concern will convert him to be a delighted customer forever.

Please also remember that it is ten times more expensive to acquire a new customer than to retain a potential customer. Customers are lost primarily due to indifference (66%) versus dissatisfaction (34%) as per one of the recent customers' survey by a leading business magazine. Please consider each customer as important. Do not differentiate. Remember a satisfied customer will tell two other friends but an unsatisfied customer will tell ten others. Poor customer service drives people away. No customer, no library. No library, no job. If there is no job, there is no survivability of our profession.

There are some simple steps that can make your customer delight. Get the customers what they want, how they want it, on time and with a smile. Always keep a positive attitude both for your customers and for your staff as well. Treat your customer the way you would like to be treated yourself by others. Please remember everything you do in front of your customers means something (whether you mean it or not). Always keep in mind that customer service is a process, not a goal. Every interaction with a customer is an opportunity to convince someone that the libraries are indispensable. Don't let these opportunities wasted away. Be active, get out of your seat, and approach customers.

Another equally important aspect is to get feedback from your customers. Find out what they really think about you. And even more important is to act on the feedback to improve your services. Welcome user suggestions sincerely and treat their complaints as opportunities to do better in future. Always remember that you just have to go that extra mile to generate 'delight' ideas and to create 'raving fans'.

Remember, the pursuit of customer delight is a constant process … It never ends.

10th Annual National Convention of MANLIBNET
January 22-24, 2009 held at KIIT University, Bhubaneswar
on the theme
"Organizational Excellence in Business and Management Libraries: Current Trends and Future Directions"

DAY ONE
Thursday, January 22, 2009

INAGURATION

Inaugural function started with welcome address by Dr. Bijay-alaxmi Rautaray, Senior Librarian, KIIT University and Organizing Secretary, 10th MANLIBNET Convention followed by a brief introduction about MANLIBNET, its origin, objectives and activities by Mr. Akhtar Parvez, General Secretary, MANLIBNET. He briefed the participants about workshops, seminars, guest lectures and other activities organized regularly by MANLIBNET to provide a platform for the management library professionals to express their views and exchange professional experiences. While paying homage to Late Dr. Ashok Jambhekar, the former librarian of IIM Ahmedabad, Mr. Parvez told that Mr. Jambhekar laid the foundation of MANLIBNET for the cause of betterment of management librarianship.

Dr. P. R. Goswami, President MANLIBNET in his address spoken about the convention theme and said that organizational excellence is the result of internal practices of quality and it creates a strong bond between the users, staff and the society. Excellence in libraries reflects organizational values, such as leadership, networking, resource sharing, interdependence, quality, etc.

Dr. Hari Goutam, Hon'ble Chancellor of KIIT University - the

Chief Guest, in his inaugural address highlighted the growth of KIIT as a centre of excellence in quality education and research in the state of Orissa. He also released the Souvenir and the Conference Proceedings and conferred the Best Management Librarian Award 2008 to Dr. M. G. Sreekumar, Chief Librarian, Indian Institute of Management Kozhikode. Prof. S. K. Dube, the Pro-Chancellor of KIIT University in his speech questioned whether it is 'lack of technology' or 'lack of knowledge' that forces our libraries to be at neglected state even today. It is time now to explore these issues and empower our libraries with both technology and knowledge. Vote of thanks was delivered by Mr. L. C. Amarnathan, Chairman, Organizing Committee.

After the inaugural function, Hon'ble Chief Guest inaugurated the exhibition of online products and print publications.

TECHNICAL SESSIONS
The editorial board short listed fifty nine papers for presentation during the convention. Out of which, forty two papers were presented by the authors in seven technical sessions.

Technical Session-1:	**Evolving Paradigm and Challenges of Collection** `
Session Chair :	**Dr. D. B. Ramesh**
Rapporteur :	**Dr. S. K. Satpathy**

Four papers and two vendor presentations were made during this session. Mrs. Sangita Behera in her paper made a comparison of the two major library consortia of India: INDEST and UGC-Infonet. The study revealed a very encouraging picture of the consortium movement in Indian libraries. Dr. Siva Kanaujia Shukla in her paper, "Collection Management in Digital Scenario" explained how the digital environment is creating its niche and supporting the organizations digital collection development programmes. While discussing the new trends in Harekrushna Mahatab State Library at Bhubaneswar, Mr. Rudra Prasad Behera in his paper stated in detail the functions and services of different sections of the library. The next paper by Nilaranjan Barik highlighted the trend of collection development by the libraries and the impact of ICT on it. After these presentations product presentations by Wiley-Blackwell, Emerald were evinced.

Technical Session-2:		Restructuring Library Management
Chairman	:	Ms. Jyoti Bhatt
Rapporteur	:	Ms. Shiva Kanaujia Shukla

In this technical session, eight papers and one product presentation were made by the participants and vendor during this session. Ms. T. Deepa 's paper "Knowledge Management in Libraries"focused on the conceptual implications of knowledge management and its implementations in the library and information centres. Ms. Jharana Das in her paper deliberated on the functions of HRM, manpower development and environmental influences on HRM and the changing scenario of HRM in the modern era. Ms. Deepti Panda and Mr. Manower Eqbal content management is effectively used for managing content by combination of rules, processes and workflows of publishing web content. They emphasized on the management of content of documents. . Mr. Pratap Hegde defined the term 'Management Information System' and explained the need for and the role of information management at different levels, fulfillment of organizational goals through proper MIS planning and implementation. In the next paper, Mr. Debraj Meher discussed about the quality in library services and its need and importance in the digital era.   Ms. Meeta Rathod in her paper presented a portrait of the action plan of her recently completed project 'Networking of multiple libraries to access bibliographic details…' which included thirteen colleges, in Surat, . where in her paper she discussed benchmarking in academic libraries. Mr. Sribastsa Pradhan said that customer care plays an important role in service based organizations. He described how benchmarking can be used as a powerful tool in improving the processes and quality of service in academic libraries. Presentation by EBSCO Publishing was on their Online Products.

Technical Session-3:		Open Access Initiatives
Chairman	:	Ms. Rumma Sharma
Rapporteur	:	Dr. K. L. Jena

Four papers were presented in this session. Mr. Brundaban Nahak in his paper spoke about the services of Open Access e-journal services of DOAJ. He said that DOAJ provides most high profile and heavily used free e-resources in all the subjects. Ms. Jyoti A. Bhatt in next paper discussed how Internet has changed the fundamental realities of the information handling activities focusing on the concept of Open source software in India. Mr. Manower Eqbal in his paper "Initiatives of Open Courseware Systems: A Study" defined open courseware and discussed various open courseware systems in action both at national and international level. The last paper of the session was presented by Mr. Purna Chandra of IBS, Hyderabad on the importance of collection development including open sources available for the users.

DAY TWO Friday, January 23, 2009		
Technical Session-4: in Libraries		Impact & Implementation of ICT
Chairman	:	Dr. K. C. Panda
Rapporteur	:	Sri R. K. Thaty

In the first paper of the second day, Dr. Sunil Kumar Satpathy spoke on digital preservation strategies for long-term accessibility of digital materials, detail problems of digital preservation, such as hardware/software failure, communication error, technology obsolescence, etc. Sandeepa Yadav explained her achievement in digitization of question papers of the BBA University, Lucknow using Greenstone Digital Library Software. In the next paper Mr. Jagdish B dealt with the process of creating an e-library and discussed its key elements. Dr. R. K. Mahapatra in his paper "Cost benefit analysis of digital information in libraries" defined the concept of cost benefit analysis in the context of information products and services. Mr. M. K. Singh defined knowledge sharing and analysed the role of information and communication technologies in facilitating knowledge sharing in an organization. In another paper, Dr. R.K. Mahapatra spoke on the critical nature of copyright problems in the digital environment. In between the paper presentations three product presentations were organized by ProQuest, Gale-Cengage and Euromonitor.

Mr. Bulu Maharana,
Rapporteur General
Lecturer, Department of Library & Information Science,
Sambalpur University, Orissa

Objectives are not fate; they are direction.
They are not commands; they are commitments
They do not determine the future; they are means to
mobilize the resources and energies of the
business for making of the future

- Peter Drucker (Management guru)

Organisational Excellence in
Business and Management Libraries :
Current Trends and Future Directions

[January 22-24,2009]
Organised by : KIIT UNIVERSITY
BHUBANESWAR
Sponsors...
WILEY-BLACKWELL
EUROMONITOR INTERNATIONAL
ProQuest
Platinum

All India Management Association

Background

Today amid all the transitions, there is one Indian body that's helping the Indian managers to make the most of the new opportunities. One body that's assimilating the changed global perspective

and equipping the Indian managers for it. One body that's ready for tomorrow is All India Management Association (AIMA).

The All India Management Association (AIMA) was created as an apex body of professional management with active support of the Government of India and Industry in 1957. AIMA is a group-a body to pool management thoughts in the country, a forum to develop a national managerial ethos, an orgnisation to facilitate the furtherance of the management profession in the country.

AIMA is a federation of Local Management Associations (LMAs). AIMA today affiliates 58 LMAs across the country and two Co-operating management associations i.e. Qatar Indian Management Association and Mauritius Management Association.

AIMA has established close linkages with over 3000 institutions and over 30,000 individual professionals directly and through network of the Local Management Associations. AIMA's activities include Distance management Education, management Development Programmes, national Events, Competitions, Research, Publication and Testing Services.

AIMA Library

AIMA library is a rich resource center, providing multifaceted services and facilities to meet the growing requirement of the management world. As the main learning resource hub of AIMA, the library caters services to the students, individual and corporate members. The various information services to the user's community at remote access through conventional mail and emails.

Resources

A need-based collection of knowledge resources is being developed in lines with the objectives and activities of the Institute in mind. Resources include books, journals, audio-visuals, CDs, e-journals, AIMA publications and conference proceedings and online databases.

► **Books:** The Library has a highly selective collection of over 9,400 books in the area of management and related subjects. There is also a collection of over 1000 key reference books, which includes dictionaries, directories, reports, encyclopedias, periodicals, project reports, American Management Association study material, CDs and online databases.

► **Journals:** The library subscribes to 150 periodicals, magazines and newspapers, both national and international .

► **Videos:** Library maintain a selective collection of over 350 Educational videos mostly on management and related subject.

► **CD-ROMs:** The collection includes CDs on management, statistical data, encyclopedias, dictionaries,

► **Other Resources:** The library also has a collection of case studies, working papers, annual reports, training tools etc., in the area of management and related subjects.

Services

All the library activities are computerized, including searching of books in the library through a WEB OPAC . The library provides various services for its members such as: ●Lending of books and journal back volumes,●reservation of books, ●inter-library loan,●current awareness service (Current Additions,Management Press Index,Current Contents),●Document delivery,●photocopying,●CD-ROM and Internet services & video screening.
● Current Press Clipping Service ●Current Content Service
● Inter-Library Loan/Resource Sharing ●Selective Dissemination of Information ● Internet Access ●Old Examination Question Papers ●Networking and Resource Sharing

Contact Us

You are welcome to visit us to get more information about the library or browse its facilities at www.aima-ind.org. You may also write, phone, fax or e-mail us for any further information at the following address :

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Librarian Development Programme (LibDP)
Full Day Workshop On
"Human Approach in Librarianship"
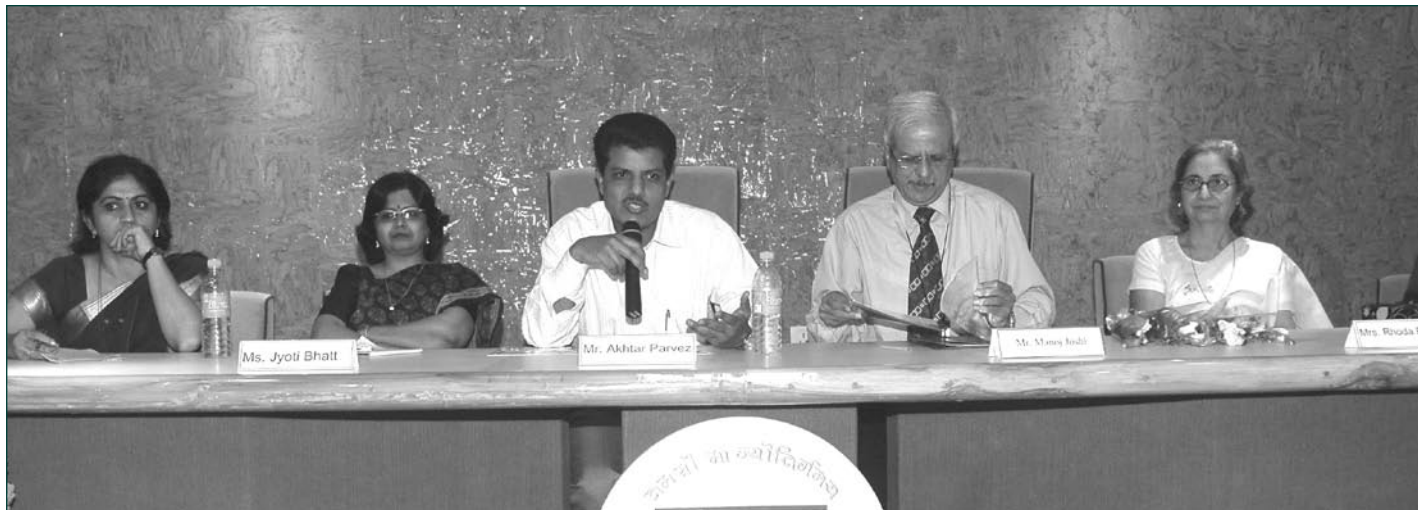
MANLIBNET Gujarat chapter along with BRCM college of Business Administration organized a state level full day workshop, Librarian Development Programme (LibDP) on 6th September, 2008. The theme of the workshop was "Human Approach in Librarianship".

The program was graced by the following eminent speakers and dignitaries from the field Library and Information Science:

- Mr. H. Anil Kumar, Librarian, IIM Ahmedabad and Vice President MANLIBNET
- Dr. Shyama Rajaram, Head, Department of Library & Information Science, M.S.University of Baroda.
- Mr. Akhtar Parvez, Manager, ICRA Ltd., New Delhi and General Secretary MANLIBNET
- Mr.Satish Deshpande, former Head, British Council Library, Ahmedabad.
- Mrs. Rhoda Bharucha, Hon.Director, ADINET (Ahmedabad Library Network), Ahmedabad
- Ms. Jyoti Bhatt, I/C University Librarian, M.S. University, Baroda.

The workshop was attended by 151 delegates from across the state like Rajkot, Bhavnagar, Anand, Vidyanagar, Ahmedabad, Baroda, Bharuch, Surat, Navsari, Bilimora, Valsad, Vapi and the librarians of the institutes located at the outskirts of Surat city.

The Inaugural function began with an inspiring speech by Mr. Rupin Patchigar, Chairman, Sarvajanik Eduation Society. He conveyed his best wishes for the success of the programme and opined that similar efforts should be initiated on organizing such workshops on regular basis in South Gujarat and particularly, in Surat.

Mr. Akhtar Parvez, highlighted the objectives, activities and future plans of MANLIBNET. He briefly informed about the past nine Annual Conventions organized by MANLIBNET and the ongoing preparations for organizing the Tenth National Annual Convention which is scheduled was the near future. He also spoke about various other programmes that have been organized till date under the umbrella of MANLIBNET.

Mr. Manoj Joshi, I/C Director, BRCM College of Business Administration, delivered the welcome speech and informed the august gathering that the institute was celebrating "Decade of Dedication" to commemorate the completion of ten successful years of its operation. That this 'LibDP' was one of the several programs planned for the celebrations that would continue through the year.

Mr. H.Anilkumar, while delivering the key note address on "Emerging Trends in Libraries" updated the LIS professionals about the current trends in Librarianship, covering topics like use of federated search; remote login VPN, Interoperability, availability of online usage statistics, customized displays for users, Institutional repositories, Lib 2.0, challenges and opportunities before the LIS professionals and also about some useful URLs with their features. He stressed upon the criticality of the legal issues and the kind of focused approach required to address these.

Ms. Meeta Rathod, workshop coordinator, Librarian, BRCM College and the Executive Member MANLIBNET delivered the vote of thanks. She also informed the audience that it was a mere coincidence that both MANLIBNET and BRCM College have completed ten successful years of its operation.

The inaugural function was followed by two technical sessions. The speaker of the first technical session Dr. (Mrs.) Shyama Rajaram, conducted an interactive session with the participants on "Human Relations in Librarianship". She explained the role of human relations within the Library system as well as outside the working environment. She stressed upon the need for user education and identified the relevance for the same. She further added that Inter Library relationships had many advantages and cited examples to supplement the facts. She opined that

professionalism was a pre-requisite in human relations in Librarianship and explained the importance of Professional Associations as educators. She further added that Lib2.0 is a two way flow of information to users and vice versa. Further, she involved the participants by giving them some HR activities. The participants reciprocated with a great amount of zeal to this unique session.

Mr. Satish Deshpande gave a multimedia presentation on "Customer Care in Libraries" and stressed upon the fact that the users were customers and that along with the job satisfaction, customers satisfaction was an equally important aspect. He cited examples to depict how they should be and could be satisfied. He further added that irrespective of age group or class, the customer should be provided services with a smile.

The speaker of the second technical session Dr. Vipul Vyas , Corporate HRD Trainer and Management Faculty at BRCM College enlightened the gathering on "Emotional Intelligence for Librarians". He touched upon the two basic instruments given to human beings by God viz. the role of mind and body. He brought out the difference between Intelligence and IQ. He also explained the Emotion related Dysfunctions and its effect on human body. He emphasized upon the importance of self analysis and how it was instrumental in keeping away with stress. He further added that Emotions and Actions are mutually dependent and elaborated various components of Emotional Intelligence viz., Self Awareness, Self Management, Self Confidence, Empathy and Self Motivation, and the role played by these components.

Next in line was an informative demonstration on features and contents of 'Emerald', presented by representatives from 'Emerald, New Delhi'. Thereafter, a presentation was conducted by 'Beeges Computers, Mumbai'.

During the valedictory session, Mrs. Rhoda Bharucha presented a brief introduction to the activities of ADINET. Mr. Akhtar Parvez, General Secretary, MANLIBNET, Mr. Manoj Joshi, Director, BRCM College and Ms. Jyoti Bhatt, Librarian, M.S. University, Baroda expressed satisfaction over the overall Workshop proceedings and assured the participants of more such programmes in LIS field. Mr. Parvez, on behalf of MANLIBNET expressed his deepest gratitude to BRCM College for its

unconditional support in holding the workshop and thanked all those involved in the successful event, especially the Organising Secretary.

While extending a formal vote of thanks, Ms Meeta Rathod narrated how the seed of organizing a small workshop, had emerged into a big tree. The word 'Librarian Development Programme (LibDP)' was coined for the first time for LIS Professionals at this workshop. A leaf was taken from the 'Faculty Development Programme (FDP)' with an idea that more and more programs of this nature would be organized in future to cater to the development needs of LIS Professionals. Ms Meeta also appealed to MANLIBNET to extend support and encouragement for continuing with such 'LibDP' for LIS professionals and expressed the hope that MANLIBNET would encourage such programs to be organized on regular basis to establish a precedent in the desired direction.

Ms. Meeta expressed her sincere gratitude to the Sarvajanik Education Society and Mr. Manoj Joshi, Director, BRCM College for entrusting upon her with the task of organizing this workshop. Further, she wholeheartedly thanked the staff of BRCM which included Faculty members, the Administrative Staff and the Students of the institute for extending their support in the preparing for and organizing the program, successfully. She thanked the sponsors for their financial support without which, this workshop would not have achieved the desired goals.

She expressed special thanks to MANLIBNET, in particular, the support andadvise extended by Mr. H Anilkumar and Mr. Akhtar Parvez during the Workshop preparation.

It was perhaps for the first time that a state level seminar of this stature was organized for the library science professionals in Surat. The participants expected that MANLIBNET would again extend its support in organizing such informative and educative programmes in future, especially, in the state of Gujarat. The participants coming from different age groups and rich professional background expressed happiness over the Workshop proceedings and the arrangement made by the BRCM College. The Workshop achieved its objective of bringing people together for a common professional cause and had proved to be a memorable event for MANLIBNET, BRCM College and of course, the participants.
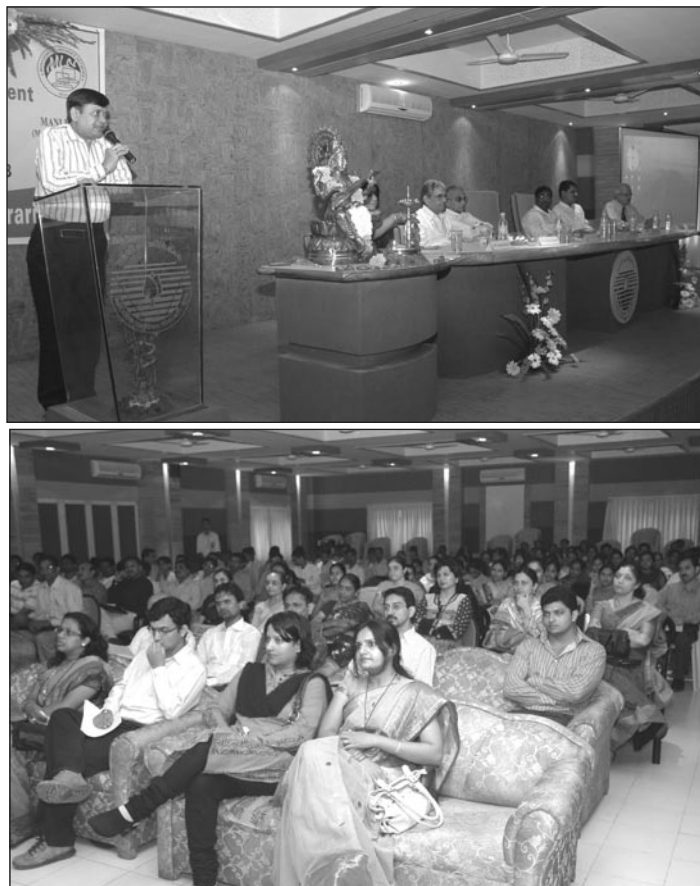
Shantanu Ganguly

Assistant Professor and Head
Knowledge Resource Center
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What is a "blog"?

"Blog" is an abbreviated version of "weblog," which is a term used to describe web sites that maintain an ongoing chronicle of information. A blog is a frequently updated, personal website featuring diary-type commentary and links to articles on other Web sites. Blogs range from the personal to the political, and can focus on one narrow subject or a whole range of subjects. Blogs tend to have a few things in common:

•A main content area with articles listed chronologically, newest on top. Often, the articles are organized into categories.
•An archive of older articles.
•A way for people to leave comments about the articles.
•A list of links to other related sites, sometimes called a "blogroll".
•One or more "feeds" like RSS, Atom or RDF files.

Some blogs may have additional features beyond these.

Fig1: Create your own Blog by using https://www.blogger.com/start

The Blog Content

On a blog, the content consists of articles that the author(s) writes. Typically, blog authors compose their articles in a web-based interface, built into the blogging system itself. Some blogging systems also support the ability to use stand-alone "weblog client" software, which allows authors to write articles offline and upload them at a later time.

Things Bloggers Need to Know

In addition to understanding how your specific blogging software works, such as WordPress, there are some terms and concepts you need to know.

1. Archives

A blog is also a good way to keep track of articles on a site. A lot of blogs feature an archive based on dates (like a monthly or yearly archive). The front page of a blog may feature a calendar of dates linked to daily archives. Archives can also be based on categories featuring all the articles related to a specific category. It does not stop there; you can also archive your posts by author or alphabetically. The possibilities are endless. This ability to organize and present articles in a composed fashion is much of what makes blogging a popular personal publishing tool.

2. Feeds

A Feed is a function of special software that allows "Feedreaders" to access a site automatically looking for new content and then post updates about that new content to another site. This provides a way for users to keep up with the latest and hottest information posted on different blogging sites. Some Feeds include RSS (alternately defined as "Rich Site Summary" or "Really Simple Syndication"), Atom or RDF files.

3. Blogroll

A blogroll is a list, sometimes categorized, of links to webpages the author of a blog finds worthwhile or interesting. The links in a blogroll are usually to other blogs with similar interests. The blogroll is often in a "sidebar" on the page or featured as a dedicated separate web page. BlogRolling and blo.gs are two websites that provide some interesting functions or help related to blogrolls. These sites provide methods for users to maintain these rolls effortlessly and integrate them into weblogs.

4. Syndication

A feed is a machine readable (usually XML) content publication that is updated regularly. Many weblogs publish a feed (usually RSS, but also possibly Atom and RDF and so on, as described above). There are tools out there that call themselves "feedread-

ers". What they do is they keep checking specified blogs to see if they have been updated, and when the blogs are updated, they display the new post, and a link to it, with an excerpt (or the whole contents) of the post. Each feed contains items that are published over time. When checking a feed, the feedreader is actually looking for new items. New items are automatically discovered and downloaded for you to read. Just so you don't have to visit all the blogs you are interested in. All you have to do with these feedreaders is to add the link to the RSS feed of all the blogs you are interested in. The feedreader will then inform you when any of the blogs have new posts in them. Most blogs have these "Syndication" feeds available for the readers to use.

5. Managing Comments

One of the most exciting features of blogging tools are the comments. This highly interactive feature allows users to comment upon article posts and link to your posts and comment on and recommend them. These are known as trackbacks and pingbacks.

6. Pretty Permalinks

Permalinks are the permanent URLs to your individual weblog posts, as well as categories and other lists of weblog postings. A permalink is what another weblogger will use to refer to your article (or section), or how you might send a link to your story in an e-mail message. Because others may link to your individual postings, the URL to that article shouldn't change. Permalinks are intended to be permanent (valid for a long time).

6. Blog by email

Some blogging tools offer the ability to email your posts directly to your blog, all without direct interaction through the blogging tool interface. WordPress offers this cool feature. Using email, you can now send in your post content to a pre-determined email address & voila! Your post is published!

7. Post Slugs

If you're using Pretty Permalinks, the Post Slug is the title of your article post within the link. The blogging tool software may simplify or truncate your title into a more appropriate form for using

as a link. A title such as "I'll Make A Wish" might be truncated to "ill-make-a-wish". In WordPress, you can change the Post Slug to something else, like "make-a-wish", which sounds better than a wish made when sick

8. Excerpt

Excerpts are condensed summaries of your blog posts, with blogging tools being able to handle these in various ways. In WordPress, Excerpts can be specifically written to summarize the post, or generated automatically by using the first few paragraphs of a post or using the post up to a specific point, assigned by you.

9. Plugins

Plugins are cool bits of programming scripts that add additional functionality to your blog. These are often features which either enhance already available features or add them to your site. WordPress offers simple and easy ways of adding Plugins to your blog. From the Administraton Panel, there is a Plugin Page. Once you have uploaded a Plugin to your WordPress plugin directory, activate it from the Plugins Management SubPanel, and sit back and watch your Plugin work. Not all Plugins are so easily installed, but WordPress Plugin authors and developers make the process as easy as possible.

Basics-A Few Blogging Tips

Starting a new blog is difficult and this can put many people off, there are then other people who have blogs with no comments or visits. You want to stand out from this crowd of millions of bloggers, you want to be one of the few hundred thousand blogs that are actually visited. So here are some simple tips to help you on your way to blogging mastery:

1. Post regularly, but don't post if you have nothing worth posting about.
2. Stick with only a few specific genres to talk about.
3. Don't put 'subscribe' and 'vote me' links all over the front page until you have people that like your blog enough to ignore them (they're usually just in the way).
4. Use a clean and simple theme if at all possible.
5. Enjoy, blog for fun, comment on other peoples' blogs (as they normally visit back).

Source: http://codex.wordpress.org/Introduction_to_Blogging dated 24.03.2009)

MANLIBNET website (http://www.manlibnet.in) has been revamped and launched on 24.07.2009.

MANLIBNET thankful to Mr. Akhtar Hussain, Dy. Librarian, IMT, Ghaziabad for his efforts and help for revamping the website. We value his contribution to the Network and thank him for his untiring efforts for the timely launch of the site

Recent articles published in the field of Library and Information Science

- **Article Title: BarCampOrlando 2009: a model for libraries?**
  Authors: Lisa Lapointe
  Article Type: Viewpoint
  Keywords: Communication technologies, Conferences, Information media Libraries
  Pages: 1-3
- **Article Title: Reference utility of social networking sites: options and functionality**
  Authors: Heidi Steiner
  Article Type: General review
  Keywords: Information media, Social networks
  Pages: 4-6
- **Article Title: Quick response codes and libraries**
  Authors: Andrew Walsh
  Article Type: General review
  Keywords: Barcodes, Communication technologies, Learning, Libraries, Mobile communication Systems
  Pages: 7-9
- **Article Title: Digitizing projects in developing countries: the case of the University of Nigeria**
  Authors: Chinwe Nwogo Ezeani
  Article Type: General review
  Keywords: Developing countries, Digital libraries, Heritage, Nigeria
  Pages: 14-15

- **Article Title: Libraries and return on investment (ROI): a meta-analysis**
  Authors: Svanhild Aabø
  Article Type: Research paper
  Keywords: Asset valuation, Libraries, Return on investment, Value analysis
  Pages: 311-324
- **Article Title: Using a decision grid process to evaluate library collections and e-journals**
  Authors: Primoz Juznic
  Article Type: Research paper
  Keywords: Collections management, Electronic journals, Function evaluation, Research libraries, Slovenia
  Pages: 341-356
- **Article Title: Social software programs: student preferences of librarian use**
  Authors: Annie Epperson, Jennifer J. Leffler
  Article Type: Research paper
  Keywords: Academic libraries, Social networks, Students, United States of America
  Pages: 366-372
- **Article Title: Patron aggression in the academic library: A study of the Main Library at the University of the West Indies, Mona**
  Authors: Cheryl Kean, Faith McKoy-Johnson
  Article Type: Research paper
  Keywords: Academic libraries, Behaviour, Jamaica, Librarians, Library users, Violence
  Pages: 373-384

- **Article Title: Keeping staff motivated in tough times**
  Authors: Elisa F. Topper
  Article Type: Viewpoint
  Keywords: Budgetary control, Librarians, Motivation (psychology), United States of America
  Pages: 385-387

- **Article Title: The Antaeus column: does the "open access" advantage exist? A librarian's perspective**
  Authors: Nicholas Joint
  Article Type: Viewpoint
  Keywords: Academic libraries, Digital storage, Generation and dissemination of information
  Pages: 477-481
- **Article Title: Emerging challenges and opportunities for Nigerian libraries in a global information environment**
  Authors: Charles O. Omekwu, Ifeoma R. Echezona
  Article Type: General review
  Keywords: Globalization, Information management, Libraries, Nigeria
  Pages: 482-492
- **Article Title: Information literacy as professional legitimation: the quest for a new jurisdiction**
  Authors: Lisa O'Connor
  Article Type: Research paper
  Keywords: Academic libraries, Information literacy, Information profession, Librarians
  Pages: 493-508
- **Article Title: On the writing, reading and publishing of digital stories**
  Authors: Daniela Petrelli, Hazel Wright
  Article Type: Research paper
  Keywords: Creative writing, Digital communication systems, Fiction, Publishing, Reading
  Pages: 509-526
- **Article Title: Skills developed through library and information science education**
  Authors: Michalis Gerolimos
  Article Type: Research paper
  Keywords: Curricula, Education, Information science, Librarians, Skills
 Pages: 527-540

Obituary

We, the members of Management Libraries Network (MANLIBNET) are deeply shocked to know the sad and untimely demise of Dr. D kamalavijayan on August 17, 2009. He has served the library and information science profession for over 34 years. Besides holding other prestigious positions he served the Reserve Bank of India library as General Manager and Chief Librarian for over 21 years.

May his soul rest in peace and his family get strength to overcome this vacuum?

Imagining India:
Ideas for the New Century by Nandan Nilekani.
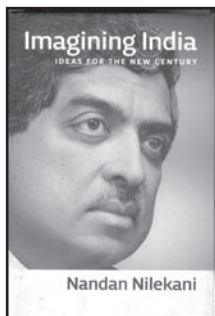
This well-researched and meticulously written book on India, its polity and public governance issues titled "Imagining India—Ideas for a new century" by Infosys co-founder Nandan Nilekani.

Being from the one of Indian biggest corporate house and an active practitioner of economic development policies, author advocates strongly the economic development policies and put forwards suggestions for future rounds of development.

Mr. Nilekani has pointed out very clearly that the struggle lies in our ability to push through and implement critical ideas. The challenge lies in uniting our people and policy makers towards urgent and necessary solutions. On the basis of what actually delivers truly inclusive development rather than on partisanship or ideology, he argues against socialism. It is that sense of pragmatic idealism, combined with a humble curiosity that really makes this book worth reading.

He has put forward three suggestions. Instead of having make-work schemes we should rationalize our labor laws because that will create organized sector jobs for the poor. Instead of resorting to reservations and blind educational spending we should increase overall access to both primary and higher education by giving private players a level playing field with the government. And instead of agricultural subsidies which help only large farmers and middlemen we should liberalize our agricultural sector too.

Author considers and argues that India is a country that is as much an India as it is a nation. Initial idea after independence from British was of a nurturing government and public sector that would create wealth which would be used for the betterment of society. English for most of the time was considered as the imperialists language and it is only after the outsourcing wave that English was started recognizing as the entry ticket to global economy and hence all states including Hindi speaking states have changed their anti – English policies and started English from primary education itself. Tracing the language's evolution in India from a colonial administrative language to a neutral language in the post-independence linguistic battles to finally the language of upward mobility in a knowledge economy, he says that we have finally accepted the language and that no chauvinistic politician today can deprive rural and poor children of an English education without facing a "groundswell" of protest.

The book is divided into four parts depending upon the changing ideas. Part I discusses issues where our attitudes have changed radically over the years and lead the economic growth of India to such an extent that Indians today take pride in domestic firms acquiring companies overseas hence recognize how the entrepreneurial skills of Indians is helping in conquering the world. The second part deals with areas on which there is broad agreement but a lot of work needs to be done; literacy, managing our rapid urbanization, connecting our towns and cities and creating a common market across India. Part III of the book deals with our biggest arguments where partisanship has peaked and where the lack of any consensus has stonewalled progress on urgent policies like higher education and labor regulations. The last part of the book deals with those ideas that have been largely missing from our public policies in spite of being very critical to our future. For India's rapid economic growth we require new ideas that are environment friendly, put in place social security system and improve public health system and incorporate modern technology and innovation more fully into the economy. And while the first three parts, in some form or shape, are standard fare for the recent crop of non-fiction on India—it is in the last part that the book really stands out by daring to be innovative as well as controversial.

Here the author has tried to balance his approach in order to pre-empts future leftist attacks by advocating for a "social insurance plan, built around defined contributions (and not defined benefits)…would touch a demographic sweet spot…leveraging the growing value of India's capital markets in the next few decades". He explains that this policy would not only be economically inclusive, but would bolster government revenues from the capital markets instead of depleting it with pay-as-you-go type welfare schemes.

He has tried to cover issues like India's policy response towards global climate change by suggesting carbon taxes and emission caps. But the question remains: even given the scientific consensus on anthropogenic global warming, what is the opportunity cost of mitigating global warming? In other words, is the current cost to combat global warming less than the net present value of future costs if the problem is not addressed on a war footing? Is it in India's national interest from a strategic point of view to commit to ceilings and green taxes now? These are tough issues but the economic future of millions is at stake. His vision of overcoming India's "vertical divides" of caste and religion through economic growth and reforms is highly inspiring and relevant. Quoting Martin Luther King, he says that we must understand "the fierce urgency of now", lest our demographic dividend goes waste by staying on this quasi-socialist path. These are larger debatable issues and the books leaves lot of scope for discussion on the same.

This book needs to be read carefully by all thinking and compassionate Indians. It is a book useful to anyone with more than a passing interest in public policy and governance. It is a great overview of some of our most immediate challenges and a good compendium of ideas that will dominate public discussion in the years to come. If our legislators, politicians, policy-makers and opinion leaders take note of some of the policies and ideas mentioned in the book, it might help us get a step closer to a better India.

Jitender Sharma
Librarian and Marketing Manager – JMC,
NIILM Centre for Management Studies, New Delhi

Second Ashok Jambhekar Memorial Lecture was held on November 14, 2008 at the India International Centre, New Delhi on *'the Role of Librarians in the Changing Business Environment'*.

The Lecture was delivered by Dr. Chandra Mohan, Consulting Editor, Hindustan Times. Dr. Chandra Mohan who comes from an excellent academic and professional background and was associated with almost all the major Indian newspapers and some of the prominent magazines.

The programme was graced by Prof J K Mitra, an eminent educationist, Head & Dean, Faculty of Management Studies, University of Delhi as Chief Guest. Dr. P R Goswami presented a brief sketch of Late Mr. Ashok Jambhekar Mr. Akhtar Parvez, General Secretary, MANLIBNET introduced the guests and.

Second Ashok Jambhekar Memorial Lecture November 14, 2008

Roll of Honour

We are very happy to share with you that Ms. Sushma Arora (Branch Head, Delhi LIC) from TCS has received a prestigious honor as SLA "Knowledge to Go Green" Champion and 2008 SLA Presidential Citation on the eve of Earth Day, 22 April 2009 celebrated in Alexandria, Virginia.

While honouring Ms.Sushma Arora as one of the the 12 global SLA "Knowledge to Go Green" Champions in individual category, her demonstration in day-to-day individual steps that librarians and information professionals can take to be greener was highly appreciated. She has also paved a new path in encouraging greener behavior in library customers...

Tata Consultancy Services (TCS) was also conferred with Center of Excellence Award in Management Category for - strategic planning; strong customer focus; mature metrics; employee development programme; focus on processes.

Congratulations Ms SUSHMA ARORA on your grand success

Conference Alert

Business and Finance

- 2010 Wnter Gobal Conference on Business and Finance (GCBF)
  3 to 6 January 2010
  Kailua-Kona, Island of Hawaii, Hawaii, United States
  Website: http://www.theibfr.com/call-us.htm
  Contact name: Mercedes Jalbert
- **International Applied Business Research Conference**
  4 to 6 January 2010
  Orlando, Florida, United States
  Website: http://www.CluteInstitute.com
  Contact name: Any staff member
- **Eleventh International Seminar on Global Meltdown or Recession: India vis-a-vis rest of the world**
  4 to 5 January 2010
  New Delhi, Delhi, India
  Website: http://www.internationalseminar.org
  Contact name: Dr. Ajay Kr. Singh
- **The Global Management, Accounting and Finance Research**
  Conference (GMAFR)   7 to 10 January 2010
  New York, New York, United States
  Website: http://www.jaabc.com
  Contact name: Dr. Turan Senguder
- **Nirma International Conference on Management**
  7 to 9 January 2010
  Ahmedabad, Ahmedabad, India
  Website: http://imnu.ac.in
  Contact name: Shantanu Mehta
- **ASBBS 17th Annual Conference**
  18 to 21 February 2010
  Las Vegas, Nevada, United States
  Website: http://www.asbbs.org
  Contact name: Dr. Wali I. Mondal
- **International Conference for Academic Disciplines**
  15 to 18 March 2010
  Las Vegas, United States
  Website: http://www.internationaljournal.org/lasvegas.html
  Contact name: Professor Joseph Bonnici, PhD, JD
- **The Problem Student Problem-Solver Workshop**
  6 to 7 May 2010
  Seattle, Washinton, United States
  Website: http://www.youthchg.com/flyf06all4pages.pdf
  Contact name: Ruth Wells
- **BOBCATSSS 2010 @ Parma, Italy**
  25th to 27th January, 2010
  http://bobcatsss2010.unipr.it/
- **ISKO 2010 conference**
  Paradigms and conceptual system. Sapienza   University of Rome, Faculty of Philosophy
  February 23, 2010 – February 26, 2010
  http://www.iskoi.org/ocs/index.php/int/rome2010/

Library and Information Science

- **NACLIN-2009: 12th National Convention on Knowledge,**
  Library and Information Networking ,
  September 22-25, 2009, Punjab University, Chandigarh
  Organizers: DELNET and Punjab University.
  Website: http://www.naclin.org/
- **International Conference on Academic Libraries,**
  October 5-8, 2009, University of Delhi, Delhi
  Organizers: University of Delhi Library
  Website: http://library.du.ac.in/ocs/index.php/ical/index
- **ICDL-2010:The International Conference on Digital Libraries,**
  23-26 February 2010, New Delhi
  Organizers: TERI
  Website: http://www.teriin.org/events/icdl/

Members are requested to send their latest contact details to the General Secretary at the following address/e-mail id:

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