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# MALA InfoZine

The Madras Library Association's Newsletter

July – September 2007

## FROM THE PRESIDENT'S DESK

Dear Friends,

Time has been prime mover and spirit behind any successful individual or organizations. The *mantra* of success is that one should say that is relevant and current. Last two years have been valuable for each one of us in MALA in many ways. Friends, it is with your cooperation, good will, participation, and the spirit of powerful fraternity & fellowship that has led MALA forward gloriously. Today, I have the sense of fulfilment and pride that I could steer MALA to an extent that we could accomplish together its objectives. This is not enough. A lot more needs to be reached and a lot more to be achieved. However, this benign effort that has set the tone of MALA's profile and performance needs to be sustained. All these in your hands and I earnestly appeal to each one of you to come together and march towards unity, understanding and visibility.

Come September, and there shall be a 'Change of Guard'. May I request you to attend the forthcoming AGM without fail and involve yourself to enhance MALA's stature?

With best wishes and regards,

amudhavalli. a

## SUCCESS STORIES

### June 2007



In association with Roja Muthiah Research Library (RMRL) Chennai, MALA organized a talk by Dr. Indira Chowdhury, Consultant Archivist, Tata Institute of Fundamental Research, Mumbai on **Collective Memory, Institutional History and the Institutional Archives** on June 23, 2007. The program was attended by 20 professionals.

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### July 2007

MALA – Kalpakkam Chapter has successfully organized the READIT 2007 during July 12 & 13, 2007 at Kalpakkam. It was focused on **Information to Knowledge: Technology and Professionals**. Thirty one papers were presented by participants from various parts of India and attended by more than two hundred professionals in Library and Information Science related fields. The participants appreciated the pre-conference tutorials and plethora of topics discussed as well as hospitality of the organisers.



MALA & Pennington Public Library, Srivilliputhur are jointly organizing a one day **Seminar on *Vacippom Necippom*** at Pennington Public Library, Srivilliputhur on 26 August 2007.

#### **FORTHCOMING PROGRAMS**

##### **Local**

MALA in collaboration with TCS, Chennai is organising a lecture on ***Serve with a Smile*** by Mr. B Shivasubramaniam, Master Trainer - Six Thinking Hats, lateral Thinking, TCS, Chennai on September 8, 2007, 5.30 p.m. at Tata Consultancy Services, 1 Jawaharlal Nehru Road (100 feet Road), Vadapalani, Chennai 600 026.

MALA Annual General Body Meeting will be held on 16<sup>th</sup> September 2007 between 4-5 p.m. at M. O. P. Vaishnav College, Nungambakkam, Chennai 600 034 followed by 91<sup>st</sup> Birthday celebrations function of Prof. S. Parthasarathy, senior most member of MALA.

##### **National**

DELNET is pleased to announce the following Workshop and Training Programmes. The interested professionals may visit their website [www.delnet.nic.in](http://www.delnet.nic.in). 1) Workshop on Building Digital Libraries: Application of Dspace. September 3-5, 2007; 2) Training Workshop on New Trends in Library and Information Services, September 27-29, 2007; 3) Training Workshop on Developing and Managing Effective Customer Relations: the New Challenges to Library Professionals. January 7-9, 2008

Tenth National Convention on ***Knowledge, Libraries & Information Networking***, 20-23 November 2007 at New Delhi - NACLIN 2007 calls for participation. For more details visit: [www.delnet.nic.in](http://www.delnet.nic.in)

53rd All India Library Conference on ***Developing Library & Information Resources and Services in the Internet Era*** during December 13-16, 2007 is being organized by the Department of Library & Information Science, Osmania University. Contact Professor and Head Dr. N Laxman Rao at: [naglaxman@indiatimes.com](mailto:naglaxman@indiatimes.com)

##### **International**

##### **International Conference on Future of Knowledge Organization in the Networked Environment (IKONE 2007)**

organised by Documentation Research and Training Centre (DRTC) in association with International Society for Knowledge Organization (ISKO), September 3-5, 2007 at DRTC, Bangalore. Objective of this conference is to bring together disparate communities / professionals (e.g. developers of traditional tools such as classification schemes and thesauri and developers of newer tools such as ontologies, topic maps and web search engines) to determine how new systems can take advantage of the vast body of knowledge from more traditional systems and how traditional systems can benefit from the technological advances being made to improve access to Web content. More details at: <http://drtc.isibang.ac.in/ikone/>

##### **The Media in Transition 2007: From Gutenberg to Google Conference**

will be hosted in Munich, Germany, September 12-13, 2007 to discuss the structural transition in the media industry – how the Internet is modifying the way media is produced, distributed and consumed. More details at: <http://www.mediaintransition.com>

##### **International Conference On Libraries 2007 (ICOL 2007)**

, the continuity of ICOL 2005 will be held in conjunction with the celebration of 50 years of nationhood of Malaysia at Penang during October 31 - November 2 2007. Conference details are available at: <http://www.lib.usm.my/elmuequip/ICOL2007/ICOL2007.jsp>

Indian Statistical Institute, Kolkata in association with Department of Science & Technology, Government of West Bengal and Goethe-Institute, New Delhi is organizing an international workshop titled ***Workshop on Digital Preservation of Heritage: Research Issues in Archiving and Retrieval*** between October 29 to 31, 2007 at ISI, Kolkatta. For details, please visit <http://www.isical.ac.in/~iwdph>

IIMK is organizing a six-day **Workshop on Greenstone Digital Library Software** at IIM, Kozhikode during Nov. 26<sup>th</sup> – Dec. 01, 2007. The details of the programme is available at

<http://www.iimk.ac.in/FDPBrochures/WGDLNov26.htm>

#### **NEWSDESK**

#### **Sam Pitroda calls on Ambika Soni, Discusses NKC Recommendations on Libraries**

31 July, 2007. - The Tourism and Culture Minister Smt. Ambika Soni and the Chairman of National Knowledge Commission Shri Sam Pitroda discussed the recommendations of the National Knowledge Commission on Libraries when the latter called on the office of the Minister.

Mr. Pitroda requested Minister to implement the recommendations of the Knowledge Commission especially regarding setting up of a Mission on Libraries and a National Library Commission. It was conveyed that the Government has already started the work on setting up of a Library Mission on priority basis later this year. Ms. Ambika Soni said a draft project report on Library Mission has been prepared which will be finalized soon. A token provision has been made in Ministry's annual plan for the year 2007-08 for setting up of a Library Mission. On the proposal of setting up of a National Commission on Libraries, Ms. Ambika Soni said that the recommendation will be duly considered.

The Minister said that so far as Libraries are concerned, her Ministry's stress is on better access, ambience and modernization of libraries. She said the Ministry has constituted a high powered committee for the upgradation and modernization of libraries. Ms. Soni said that a task force has been set-up by the Ministry of Culture to prepare a national census of all libraries. Raja Rammohun Roy Library Foundation, Kolkata is the nodal agency for the purpose. (PIB) (Source: Indlaw.com)

#### **Indian Library Professional Earns International Award**

Mr. Debal C. Kar, Fellow, Library and Information Centre, The Energy and Resources Institute (TERI), was awarded with the SLA Diversity Leadership Development Program (DLDP) award for 2007 for his commitment and dedication to the profession. The Special Libraries Association (SLA) based in Alexandria, USA, a nonprofit global organization for innovative information professionals sponsors the award. SLA serves more than 11,000 members in 75 countries in the information profession, including corporate, academic, and government information specialists.

Mr. Kar besides being a technical expert on India's library and information science, is also a sitting member on several government of India committees on library and information science and a board member of several of India's leading library related associations. He has organized two International Conferences on Digital Libraries (ICDL) in 2004 and 2006 respectively. The first ICDL was the largest digital library conference in the world and its organization and conduct was widely appreciated. He has published 25 articles in refereed journals and presented papers in more than 20 conferences ([www.sla.org](http://www.sla.org)).

Dr. M. G. Sreekumar, our member has been appointed as Visiting Professor, Department of Information Science, Faculty of Computer Science & Information Technology, University of Malaya, 50603 Kuala Lumpur, Malaysia Since July 2007.

#### **India Wakes Up To Gandhi Treasures, To Alert Missions**

August 01, 2007.- The Nehru Memorial Museum and Library, in consultation with the Ahmedabad based Navjeevan Trust - the sole custodian of all Gandhi manuscripts - is preparing a legal brief which will be sent to Indian missions abroad to help them acquire Gandhi's letters found in possession of collectors or individuals wanting to make a quick buck. The legal brief will be sent after being vetted by the culture and justice ministries, Mridula Mukherjee, director of the NMML, told IANS in an interview. The idea is

to prevent the commercialization of the Mahatma's letters and articles, she stressed. (India edunews.net)

### **Digital Learning with Personal Computers at Schools**

This will soon become a mass reality with Intel and HCL Infosystems planning to introduce the Intel-powered Classmate PC in India from August. Wipro and Zenith Computers will soon follow the suit. Intel has set a target of getting at least 10,000 such PCs over the next one year, and is in talks with state education departments. It already has a PC-donation programme in place, and hopes to use this to further promote this concept. Classmate PCs will initially be available for sale to schools. The cost of each PC is under Rs 18,000. In all likelihood, the solution will be offered to schools as a long-term payout in instalments. For instance, it could be a subscription model where schools pay a nominal fee of anywhere between Rs 70 and Rs 100 per month for a certain time period. The schools, in turn, can charge this small fee to students. (Business Standard, August 5, 2007)

### **Customer Care with a Difference**

Jersey City, NJ (July 31, 2007) - Comodo, a global leader in Identity and Trust Assurance Management solutions, announced that the Davenport Public Library of Davenport, Iowa, will actively distribute free desktop security to its members, including Comodo's Firewall Pro. The Davenport Public Library, in its outreach to new and current members, has created a useful CD-ROM that it will distribute for free. The CD will include useful software, including Comodo's Firewall Pro, which its members can use on their own personal computers.

### **The Independence of India and Pakistan: Sixtieth Anniversary Reflections**

The Hartley Library, which houses the Mountbatten papers, in conjunction with the Centre for the Study of Britain and its Empire at the University of Southampton has hosted a conference entitled 'The Independence of India and Pakistan: Sixtieth Anniversary Reflections'. The conference was held at the Avenue Campus, University of Southampton in

July 2007. The event was divided into panel discussion and keynote plenary lectures, along with screenings of a number of films.

### **Leaving Microsoft to Change the World**

In 1998 John Wood, a top Microsoft executive in Asia, was trekking high in the Himalayas--his first vacation in seven years--when a chance meeting transformed his life. Shortly after his return, Wood quit Microsoft, where he was marketing director, and eventually formed Room to Read, a nonprofit literacy organization that has donated more than 1.2 million books, and established over 3600 libraries in Nepal, Vietnam, Laos, India, Sri Lanka, Cambodia, and South Africa. Room to Read has also given scholarships to 2336 girls, published books in local languages, and set up computer labs for children. Wood, who chronicled his evolution from high-tech whiz to social entrepreneur in his book, "Leaving Microsoft to Change the World". More details at: [www.roomtoread.org](http://www.roomtoread.org)



**A CLICK AWAY**

**The Web Marketing Checklist: 32 Ways to Promote Your Website** by Dr. Ralph F. Wilson, E-Commerce Consultant. Web Marketing Today, June 14, 2006  
<http://www.wilsonweb.com/articles/checklist.htm>

**The Future of Reference Service Through SMS – “Can U TXT the LBRY?”**  
<http://www.techsource.ala.org/blog/2007/06/can-u-txt-the-lbry.html>

**Library Instruction Evaluation: Measuring Success in an Increasingly Complex Electronic Environment** by Curt G. Friehs, III, Cindy Craig, Wichita State University from Brick and Click Libraries: An Academic Library Symposium. Check it at:  
[http://www.eric.ed.gov/ERICDocs/data/ericdocs2s ql/content\\_storage\\_01/0000019b/80/27/f3/f7.pdf](http://www.eric.ed.gov/ERICDocs/data/ericdocs2s ql/content_storage_01/0000019b/80/27/f3/f7.pdf)

**All About Barcoding:** A number of different print technologies are available to print barcodes. These technologies roughly break down into two categories: impact and non-impact printing techniques.

Log on to the following for more details:  
<http://www.barcoding.com/information/barcode-printer-comparison.shtml>

### BEST READ

**Indexing Multimedia and Creative Works: The Problems of Meaning and Interpretation** by Pauline Rafferty and Rob Hilderley. Ashgate, 2005. Indexing and information retrieval (IR) or textual and non-textual media depend on shared meaning. The authors of this comprehensive introduction present the challenges of multimedia indexing in the modern world. You can borrow this book from the British Council Library, Chennai.

"To be effective in a customer-focused company, people need to have a strong orientation toward service." *From the book: The Extraordinary Leader: Turning Good Managers Into Great Leaders* by John H. Zenger and Joseph Folkman

### ABOUT OUR MEMBERS

Please encourage your professional colleagues to become members of the MALA. Membership fee is Rs. 100/- for Annual, Rs. 500/- for Life and Rs. 3,000/- for Institutional members. The amount could be paid by cash/local cheque/demand draft in favour of The Madras Library Association. The registration form can be downloaded from: <http://www.accel-india.com/mala/O700.htm>. Please mail the filled-in application form along with the **cheque/demand draft** to the our Treasurer **Dr. G. Krishnamurthy** at: **No.15, Nehru Nagar, 3rd Main Road, Adyar, Chennai 600 020.**

### New Members

We are proud to present the following new members:

#### Annual

Mr. T. Ram Kishore, Administrative Assistant, Nagam Pvt. Ltd., Chennai 600 085

#### Life

Mr. A. Leon, Librarian, Esquire Engineers & Consultants Ltd., Chennai 600 098

Mr. T. S. Prasanna, Information Specialist, Intel Technology India, Bangalore 560 037

Ms. K. Vinitha, Librarian, National Engineering College, Kovilpatti 628 503

Ms. S. Subhashini, Information Officer, Tata Consultancy Services, Chennai 600 026

Ms. M. Sudha, Executive, Tata Consultancy Services, Chennai 600 119

Ms. Shaik Meera, Librarian, GIET school of Pharmacy, Rajahmundry

Mr. N. Rajendra Prasad, Reader, University of Madras, Chennai

Ms. G. Sakthidevi, Librarian, M. V. M. Hr. Sec. School, Chennai

Mr. T. Anandan, Assistant Section Officer, University of Madras, Chennai

### Join eMALA for Latest Information

#### Steps to follow

Go to [www.yahoo.com](http://www.yahoo.com) and select Groups. By creating your own username and password Sign-Up for the Groups.

Search for eMALA and again you need to fill up the form to join this particular group.

When you complete selecting the options, you are already inside eMALA!

### CHECK IT OUT!

#### Innovative applications in Libraries

Many of the library sites offer several innovative applications

<http://www.wiltonlibrary.org/innovate.html>

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We welcome your contributions for our next Newsletter. Programmes organised by your library, awards/rewards received by you, your significant contributions to the field or simply your feedback on this publication. We are also looking forward to hear your suggestions/co-sponsorship of MALA events. Please feel free to write to us. Our Email ID is:

**[madraslibraryassociation@gmail.com](mailto:madraslibraryassociation@gmail.com)**