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MALA InfoZine

The Madras Library Association's Newsletter

March 2009

Greetings!

Bel Air in Maryland, USA with a population of 10,000 has a fully equipped public library covering 50,000 sq.ft with over 260,000 items ranging from books, CDs, DVDs, journals. The librarians provide a very courteous and personalized service. They believe in service with a smile. Harford County Public Library's mission is to provide responsive services to the community through equal access to library resources that enrich the quality of life and support and encourage life-long learning. As part of this mission, the library offers Internet access to individuals of all ages. In addition, the library organizes, catalogs, and indexes a variety of information which it provides through connections to Internet services, web sites, and commercial databases, thus ensuring well spent taxpayer money.

What amazed me most is the fact that the entire county's branches are linked through online catalogue and if a book is not available you could ask the librarian to call the branch that has the book and they can reserve the book for you and you don't need to even get out of the car. There is a drive through service where you can collect it from sitting inside the car. In case you are unable to pick it up they can have it delivered to your branch.

As Information professionals we have often times gone beyond the call of duty to satisfy our customers. It is very easy to say we don't have the information but we feel a sense of responsibility and pride to source the information from somewhere or at least connect them to someone who can provide the information. Share with us such success stories when you took it as a challenge and found the information for a satisfied client. Share with us your innovative ways of serving your clients. It is only through this collective wisdom, knowledge sharing that we learn and grow.....

Vijaya K Sundaram

We are happy to welcome the following New Members:

Annual

A. V. Riyaz Ahmed, Lecturer, Department of Computer Science, Islamiah College, Vaniyambadi

Institution

Goethe Institute/Max Muller Bhavan, Chennai
Jerusalem College of Engineering, Chennai

Life

R. Baskaran, Technical Officer, Scientific Information Resource Division (SIRD), IGCAR, Kalpakkam

Dr M. Sai Baba, Head, Scientific Information Resource Division (SIRD), IGCAR, Kalpakkam

R. Sivasankar, Librarian, Rajarajeswari Engineering College, Chennai

About our Members

M. G. Sreekumar, Librarian, Indian Institute of Management, Kozhikode has been conferred upon MANLIBNET Best Librarian Award 2008 in recognition of his immense contribution to the profession and achieving excellence in managing libraries, designing and pioneering innovative best practices to render best possible services to user community. The award was presented to him by Dr. Hari Gautam, Chancellor, KIIT University on 22nd January 2009 at the 10th MANLIBNET National Annual Convention held at KII University, Bhubaneswar during January 22-24, 2009.

Congratulations!!!

Success Stories

Secretary Ms. L. R. Gowri and Joint Secretary Ms. Githanjali Chandrasekhar of MALA made a presentation on "**Web Searching Skills**" to over two hundred undergraduate students at Sri Shasun Jain College, Chennai on February 28, 2009 at their

venue. They took this opportunity to highlight the importance of reading habits and methods to follow for fruitful results. The presentation was well received by students and the College management appreciated the presentation.

Programs

Local

MALA is organizing a lecture program by Mr. V. Sriram, Historian in association with Roja Muthiah Research Library in Chennai during first week of April. Please check our website nearer the time for details.

National

National Workshop on Designing Dynamic Web Sites at Indian Institute of Public Administration (IIPA), I P Estate, New Delhi 110 002 will be held from 15th to 18th April 2009. Workshop Co-ordinator Prof J L Sardana can be contacted at: jlsardana02@yahoo.com

Mysore University conducts **Workshop on KOHA Version 3.0** during April 9-10, 2009 at the Department of Library and Information Science of the University. Contact the Chairperson at: khaiser.nikam@gmail.com

International

International Workshop on Information Literacy (IWIL) 2009 to be held at Independent University, Bangladesh, Baridhara, Dhaka during 22-26 June 2009. It is sponsored by the IFLA.

Award Announcement

2009 Emerald Research Fund Awards, Indian LIS Category.

The closing date for applications is 1 July 2009. The initial short-list will be completed by August 2009 and winners will be announced in early September 2009. The funding award will amount to up to £2,000 (approx. US\$3,000 equivalent) for applications that address the dissemination of knowledge for social good with a specific orientation toward benefit for India. For more information please click on the following link http://ww2.emeraldinsight.com/awards/india_lis.htm

News Desk

The recession in the United States and other countries has led to a surge in people visiting the libraries, it is claimed. The free broadband and computer access offered is helping people search for jobs and fill out and submit online applications. "During the recession, free reading is an obvious draw for people tightening their belts" according to a library Director!

Best Careers 2009: Librarian. Read the article sent by our member Mr. Suresh D. Nair <http://www.usnews.com/articles/business/best-careers/2008/12/11/best-careers-2009-librarian.html>

Visit parks to increase knowledge

16 Feb 2009, 0513 hrs IST, TNN

Bangalore: A public library in a park? If the State Knowledge Commission has its way, 25 public parks would be identified in Bangalore and other cities where a full-fledged library with books, magazines, audio-visual material and CDs will be available for park-goers.

With community libraries becoming rare in the city, the commission's proposal to the department of public libraries and department of IT/BT comes as a boon.

"Parks have emerged as hubs for cultural, literary, sports and physical activities. The number of visitors has increased phenomenally. When people come to the park, they can pick up some books. One must be unorthodox in spreading knowledge," M K Sridhar, member-secretary, KKC told The Times of India.

The libraries will have working hours depending on the convenience of visitors from that locality. This could be promoted as a public-private partnership model. Associations of senior citizens and residents and other NGOs will be roped in for maintenance of these libraries.

People can view and listen to CDs and other audio-visual material on subjects like health, hygiene, education, culture, religion, sports, science and technology. Lectures on contemporary and emerging issues are also in the pipeline.

"Parks help in congregation of people. Lots of senior citizens and homemakers use parks. When

we rope them in for maintenance of libraries it will promote community participation," he said.

The library will have books based on the needs of the localities and also for children.

Library Marketing Techniques:

To attract more footprints in the Libraries, Librarians around the world are following various methods. Few samples from U.S. are:

Postal Service managers will hold a meeting at the Athens-Clarke County Public Library on Baxter Street on March 16 from 6 p.m. to 8 p.m. to discuss the changes and cuts in the Postal Services.

The Georgetown County Library will be hosting a "Halo 3" video game tournament on March 21 at the library, 405 Cleland St. in Georgetown.

The Mooresville Public Library is hosting an adult program on planting bulbs such as daffodils, tulips, cannas, gladiolus, fritillaria, alliums, hyacinths and more. In this make and take class, participants will explore the various types of tender and hardy bulbs that can be used in Indiana gardens.

For the first time in more than 25 years, American adults are reading more literature, according to a recent study by the National Endowment for the Arts. Indiana State Librarian Roberta L. Brooker believes national programs such as The Big Read are making a difference. Check www.neabigread.org.

LIS Commercial News

OCLC offering interesting service "Question Point" - Contributed by our member Ms. Usha Algappan.

Questionpoint is a virtual reference service www.questionpoint.org with a human assisted web platform for providing reference service. Important features of Question Point are:

1. Reference service around the clock with trustworthy, real-time one-on-one reference assistance from professional librarians, right from your library Web page or other Web portal.
2. Web-based chat, browse and cooperative reference tools that use best-in-class technology and require no special software or browser plug-ins.

3. No need to use Windows Operating System to do simple chat and page push; streamlined conference process that allows librarians to transfer to another librarian smoothly

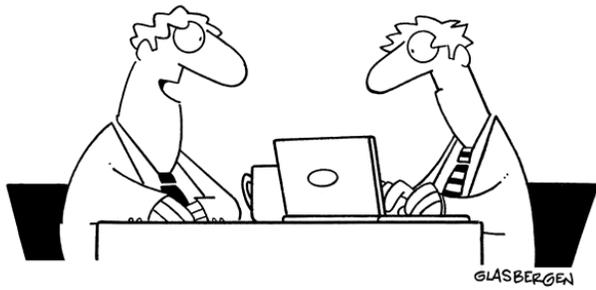
4. Support for multilingual reference transactions; Q&A knowledge base that is carefully reviewed and maintained by Cooperative contributors.

EBRARY from Baker & Taylor

Baker & Taylor is pleased to announce a worldwide partnership with ebrary to develop new digital content products and services, as well as to integrate tens of thousands of e-books and other titles that ebrary has aggregated from more than 350 leading publishers. The agreement is the first phase in the development of the Baker & Taylor digital media distribution platform, which will be seamlessly integrated to efficiently deliver physical and digital content to customers.

"We're taking Baker & Taylor to the next level—as the premier provider of digital and physical content," said Tom Morgan, CEO of Baker & Taylor. "This is the first piece of a comprehensive digital supply chain we will be rolling out in the coming weeks. We took great care to choose the best technology available, so that we can offer our customers the broadest flexibility, the best tools, and continual innovation. It's perfect market timing for us—our customers are ready and eager for bundled physical and digital products and services."

"ebrary is extremely proud to extend the value of our technology, which has been trusted by thousands of libraries and publishers for more than a decade, to Baker & Taylor's global customer base," said Kevin Sayar, President of ebrary. "By integrating our technology and products within Baker & Taylor's infrastructure and workflow, librarians now have greater access to both print and digital content, publishers see new revenue streams, and end-users have the tools they need to discover, use, and manage digital information. Our partnership with Baker & Taylor will fundamentally change the dynamics of the print and digital content industry." For more information, please read the press release at http://www.ebrary.com/corp/newspdf/ebrary_BT.pdf.



“Some men are born great, some achieve greatness,
and some have greatness thrust upon them by
a friend who knows how to use Wikipedia.”

Internet Insights

All of us face difficult situations in the workplace and sometimes, wish to come into terms with or solve them all by ourselves. There are useful tips in the following websites: <http://www.ehow.com/>;
<http://www.stevepavlina.com/>;
<http://www.lifepositive.com/>;
<http://www.ivillage.co.uk/workcareer/>;

“Knowing others is intelligence; knowing yourself is true wisdom. Mastering others is strength; mastering yourself is true power.”

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Edited by L. R. Gowri and Vijaya K Sundaram
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Join eMALA for latest information: Steps to follow: Go to www.yahoo.com and select Groups. Sign-Up for the Groups by creating your own username and password. 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!

We welcome your contributions for our next Newsletter, namely articles of interest to the librarians, 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 hearing your suggestions/co-sponsorship of MALA events. Please feel free to write to us. Our Email ID is: madraslibraryassociation@gmail.com.

Please encourage your professional colleagues to become members of MALA. Membership fees for individuals is Rs. 100/- for Annual, Rs. 500/- for Life and Rs. 3,000/- for Institutional members. The fees could be paid by cash/local cheque/demand draft in favour of The Madras Library Association. The membership application form can be downloaded from: <http://www.accel-india.com/mala/0700.htm>. Please mail the duly filled in application form along with the cheque/demand draft to the Treasurer Dr. M. Mymoon, No.10, 4th Street, Sevanagar, Velachery, Chennai 600 042.