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MALA InfoZine

The Madras Library Association's Newsletter

September 2009

Message from the President

Greetings!

Let me begin my message with a heartfelt thank you to all of you for electing me as the President of MALA for the next two year term 2009 – 2011 unopposed. I am both happy and sad, happy because of the opportunity to serve the members and bring in the visible change and for your confidence in my ability to serve you but sad because there were no volunteers for the post especially from younger group.

Our 68th Annual General Body Meeting and dinner was held on August 8, 2009 on Librarian's day. It was an interactive meeting and election with a lot of active discussion and we are very happy that we have a very vibrant team of executive committee from various backgrounds.(details inside) We look forward to making the activities very member driven, based on the feedback from the survey we had conducted. We need your support and active participation to make this association catering to the actual needs of its members through constant two way dialogue.

MALA along with the Connemara Public Library, organized an informative and interesting talk in *tamil* by Thiru. Arivoli, Director of Directorate of Public Libraries on the topic "*Public Library Systems in Chennai: the past, present and the future*". Yes members, it was in tamil for the benefit of all the members and we plan to conduct more such programmes in the regional language in future in order to encourage active participation. Even though it was a full house and well attended lecture it was disappointing to see that only a handful of MALA members attended. We conduct such programmes in order for you to stay informed of what is happening in the industry and also to network with your peers and other professionals.

We have decided to introduce a new concept of interviewing the movers and shakers of the industry "**Face to face**" every issue so we get to know more about the work they do and the challenges they face and how they convert them to opportunities etc. Do write your comments and suggest leaders you think we need to talk to.

Great leaders don't just lead; they bring out the best in everybody else too. They have a vision and are demanding. We are happy to bring to you in this issue an interview with Thiru. Arivoli on matters closer to our heart but were never asked.

Have you planned for your career growth by asking questions like where you want to be in the next year and in the next five years? Have you been actively looking for opportunities and plan

your career growth? "Failing to plan is planning to fail". This is where MALA can offer several such opportunities for your career growth. Tell us what kind of training you require and continuing education courses that we can plan for your future. Be proactive not reactive. Kindly stay involved in your MALA activities and tell us how you want the association to grow.

It is the season for festivities and wish you all happiness and peace and stay safe.

Best regards,
Vijaya K Sundaram

Following members of MALA were elected as office bearers for 2009-2011

President

Ms. Vijaya K Sundaram Library Consultant, Crosstream Consulting Pvt Ltd, Chennai

Vice Presidents

Dr. A. Amudhavalli Professor & Head, Department of Information Science,
University of Madras, Chennai

Mr. R. Seshadri Publishers' Representative, Chennai

Secretary

Ms. L.R.Gowri Reference Librarian, The American Library, Chennai

Jt. Secretary

Dr. Florence Chandran Librarian, Women's Christian College, Chennai

Treasurer

Ms. Meena Y. Reddy Chief of Special Services, The American Library,
Chennai

Committee Members

Ms. V Bhuvaneshwari Head, Young Audiences (South India), British Council,
Chennai

Dr. G Krishnamoorthy Librarian, Anna University, Chennai

Dr. N C Jayamani Librarian, Tamilnadu Dr. M.G.R. Medical University, Chennai

Mr. M Meenakshisundaram Bibliographic Assistant, Connemara Public Library, Chennai

Dr. M Mymoon Sr. Library Assistant, Structural Engineering Research Center
(SERC), Chennai

Mr. H R Mohan Associate Vice President (Systems), The Hindu, Chennai

Mr. A Sankaran Deputy Librarian, The Hindu, Chennai

Mr. G Sundar
Chennai

Director, Roja Muthiah Research Library (RMRL),

Dr. M. Saibaba

Head, SIRD, IGCAR, Kalpakkam

The Secretary, Pennington Library Committee, The Secretary, Pennington Library Committee,
Srivilliputtur

(Mr. Sankaran, elected as Secretary on the day of AGM, resigned due to personal reasons in the first week of taking office. Outgoing Secretary, agreed to hold the fort till the next AGM in 2010)

New Members

We are pleased to welcome the following new members to MALA:

Annual

Mr. M. Chandrasekar, Vel Tech Groups, Chennai

Mr. R. Prabhu, Info Institute of Engineering, Coimbatore

Mr. R. Hifzur Rahman, AMES College of Education, Ambur

Institution

Kongunadu Arts and Science College, Coimbatore

Life

From Central Univeristy, Pondicherry Univeristy, Pondicherry

Mr. S. Arivazhagan, Mr. S. Durai, Ms. R. Hema, Ms. R. Manjini, Mr. Z. Olirvel, Mr. V. R. Rajan,
Mr. K. Saravanan,

Mr. N. Sankarasubramanian, Mr. R. Vasudevan,

From Department of Library and Information Science, Pondicherry University, Pondicherry

Mr. M. Leeladharan, Dr. Rekha Kishore, Mr. K. Anas

Ms. T. Kayalvizhi, Anna University, Chennai

Mr. K. Arumugam, SIRD, IGCAR, Kalpakkam

Mr. S. Rajadurai, Postgraduate Trainee, SERC, Chennai

Mr. S. Gandhian, Postgraduate Trainee, SERC, Chennai

Mr. Bikram Kishore Beura, Dept of Library and Information Science, University of Madras,
Chennai

Mr. P. Alex, Dept of Library and Information Science, University of Madras, Chennai

Mr. Perumal Parthasarathy, Information Analyst, Chennai

Mr. L. Raja, Computerage Management, Chennai

About our Members:

Mr. Ravi Sankar, Deputy Librarian, the Tamil Nadu Dr. M.G.R. Medical University, Guindy has been awarded Ph.D degree in Library and Information Science by the University of Madras. The topic of his research was "ICT facilities and services in libraries of medical education institutions in Tamil Nadu: an analytical study" and he was supervised by Dr. Ramesh Babu, Professor, Department of Library and Information Science, University of Madras. Congratulations Dr. Ravi Sankar, well done!

Trip to IGCAR Library

MALA arranged for a free trip to the Scientific Information Resource Division (SIRD), IGCAR, Kalpakkam on July 18, 2009. The team comprised of a number of Librarians, Teachers and students of Library Science. We started off in the morning from the Roja Muthiah Library, (which incidentally was a first time for many of us) at Taramani. We split into 2 teams and traveled to Kalpakkam in 2 Vans. A short but fun filled trip which was spent in getting to know each other and enjoying a variety of sweets and snacks.

We reached Kalpakkam within 2 hours. At Kalpakkam we were joined by a team of Library professionals & students from the Pondicherry University. After we reached IGCAR, the SIRD team of Library professionals ensured that all of us got through the security checks without any hitch. We were welcomed by Dr. Saibaba, the head of the SIRD along with the entire SIRD staff. Dr. Saibaba gave a brief introduction about IGCAR and the importance of SIRD to IGCAR.

After refreshments, we were taken around the various sections of SIRD for an orientation by their Library team. We got to know about the technology behind the Library systems, the databases that are available, the huge collection of Journals and Books, the various services provided to the Scientists and the systems that are in

place for the smooth functioning of the Library. Overall, it was quite an engaging and informative session.

Then we were taken for a delicious lunch arranged at the IGCAR canteen.

After the lunch break, we had a series of presentations about the various aspects of SIRD, presented by the various members of SIRD. Each session was followed by a Q&A session. The Q&A sessions brought out a number of points that helped us all gain knowledge about the various aspects of today's Information requirements and how prepared should Library professionals be, when they pass out from the Universities.

We realized that SIRD is an apt example of a Library which has evolved with time, to become a fantastic & upto date information centre, which is successfully catering to the information needs of IGCAR. It also helped us realize how the Librarians there, have taken up the challenge to learn from the changing times and adapt to the situations accordingly.

We started back at around 4.30 pm from the IGCAR premises. The return trip was a rollicking affair, where we all bonded with each other and had a lot of fun exchanging some of our funny experiences, as students and as Library professionals.

I would like to end with a heartfelt thanks to the gracious SIRD Team for making this trip

a memorable one for all of us. Last but not the least, a huge thanks to MALA for arranging this lovely trip. Hope that MALA will organise many more such programmes

which will be of benefit to the Library professionals, in the coming days. - By G S Leena, Member, MALA. She can be contacted at leenasidharthan@gmail.com

Forthcoming Programs

MALA is joining hands with Ranganathan Centre for Information Studies (RCIS)IEEE Computer Society, Madras Chapter, Computer Society of India, Chennai and MOP Vaishnav College for Women in organising RCIS Annual Lecture – 2009 by Dr. S.V. Raghavan, Professor, Network Systems Laboratory, Dept. of Computer Science, IIT Madras, Chairman, Technical Advisory Committee, National Knowledge Network on “**Your PET Digital Library**”(Petaflops - Execution, Exabytes - Storage, and Terabits - Bandwidth) on Wednesday, 14th Oct 2009 at 3.00 p.m. at the Auditorium, MOP Vasihnav College for Women20, 4th Lane, Nungambakkam High Road, Chennai 600034.

Dialog invites you for a **workshop on Intellectual Property and the Future of Technological Innovation through Professional Research Tools**. The workshop is held at: Taj Lands End, Bandstand, Bandara (W), Mumbai – 400 050 on Tuesday, 13th October 2009 from 10.00 a.m. to 4.00 p.m. There are no charges to attend the workshop, since seats are limited on a first come basis. Please contact Ms. Rubeena Ansari at 91-22-6635-1590; rubeena@crossstream.in

Presentation on Storytelling, Libraries, and Literacy by Ruth Stotter, 3:00 p.m., Saturday 24, 2009 at the American Library, Chennai Stotter is a professional storyteller, educator, and author based in California, USA. She has performed, lectured, and led workshops, on four continents. She served as Director of the Storytelling Program (1985-1999), Dominican University (San Rafael, California), where she taught *Analyzing Folk and Fairytales*, and numerous other courses. Ruth is former Chairperson of the American Folklore Society’s Folk Narrative Section.

Workshop on Greenstone Digital Libraries at Indian Institute of Management Kozhikode from November 23-28, 2009. To participate please contact Dr. M. G. Sreekumar, Workshop Coordinator, Librarian & Head, CDDL, IIMK Kozhikode at: mgsree@iimk.ac.in

Internet Insights

Top 10 Business Books: 2009

http://www.booklistonline.com/default.aspx?page=show_product&pid=3770384

14 Ways K-12 (Kindergarten to Class 12) Librarians Can Teach Social Media

<http://www.schoollibraryjournal.com/blog/1340000334/post/1230049123.html>

Lessons of Good Customer Service

<http://www.libraryjournal.com/article/CA6677264.html>

A Dozen Newspaper Survival Tips For Academic Librarians

<http://acrlog.org/2009/09/17/a-dozen-newspaper-survival-tips-for-academic-librarians/>

News

IISCs' Digital Library of India has now digitized 1.5 lakh books or roughly 48 million pages. Along with Carnegie Mellon University (CMU) and 19 other institutes, IISc is undertaking the 'Million Books Project' -- the aim is to digitize a million books sourced from every part of the world. The project, which has set a target of 250 million pages or 500 billion characters, is being undertaken under the ministry of communications and information technology. The objective is to create a digital library or portal with free-to-read, searchable collection of a million books, predominantly in Indian languages. Anybody can access it on the internet. (Oct 6, 2009 - Times of India)

Face to face

Great leaders don't just lead; they bring out the best in everybody else too. They have a vision and are demanding. We are happy to bring to you in this issue an interview with one such leader, Thiru. Arivoli, the Director of Directorate of Public Libraries on matters closer to our heart but never asked.

The message at his desk reads "time is precious, finish your work, allow me to do my work". This man sure is in a marathon race against time, with an aggressive deadline to commission the Anna Centennial Library by June 2010. He was busy videoconferencing with the regional librarians from Virudhunagar, Sivagangai, Tiruvarur, Karur etc. talking and motivating the librarians, following up on the activities on the "Namathu Ulagam Noolagam". Much has been talked about the facilities in the new building but in this exclusive interview we would like to know about the manpower plan and the opportunities for the library and information professionals.

Has the manpower plan been finalized for the new library?

As per our plan we require about 120 staff to run the library. It is not possible to create new posts. As per the government, only minimum creation is possible. We are planning to transfer staff from Connemara library and also the Archives and manuscript library is moving to the new facility and with that 33 staff are being transferred without affecting their seniority. We are also planning to transfer around 40-45 skilled and unskilled employees from various districts without additional expenses to the government and without compromising on the promotional opportunities for the staff.



How about senior posts?

We are providing opportunities for university and educational institution librarians to come here on deputation to provide them the growth opportunity and without affecting the promotional opportunities for them. If for example someone is selected for the new library they can join at a higher grade than their present level.

Would this affect the staffing level in other libraries?

This will not affect the other libraries as we are only reorganizing the positions.

What are the training plans for the staff?

The Chief Minister and the Tamil Nadu Education Minister wish to have the library fully functional by June 2010. In order to achieve this we need to have people in place by the end of October this year. We are hoping to have at least 2/3 of the 120 employees in the new post in order to commence the preparatory work like cataloguing the documents and getting the place ready. Since this requires knowledge of latest technology they will be required to learn on the job and be fully competent. We are working with the consultants to achieve this and we have arranged a workshop today to identify the requirements.

What is your biggest challenge today?

We have highly competent contractors and experts to take care of the structure and the infrastructure. My biggest challenge is the 12 lakh books, e-journals, e-books and the resource collection. This is also going to be a research library hence the selection and collection and acquisition is the biggest nightmare. We have already engaged a 60 member team (of professionals including student interns). Cataloguing all these items using the state of the art technology and in an automated environment is our biggest challenge.

There is a general feeling that the librarians are underpaid?

It is actually not true, they are adequately paid especially after the pay commission revision. Someone who was drawing Rs.1500 is now earning Rs.6000 which is a four fold increase. I strongly urge the public librarians to strive to increase the readership. We have 4002 libraries and these librarians should show commitment, especially open the library on time, keep the premises clean, etc. Many districts are doing it on their own initiative.

For example in Sivagangai district Thirupachetty is famous for sickle (arivaal) and I was planning to install a sign that said "Arrivaal uyarntu arivaal thavirpom" but to my amazement the place was crowded despite poor facilities ill clad men still had the quest for knowledge. The Minister has launched a library movement called "namathu ulagam noolagam" on September 16th and we are planning to conduct one program every week and we have hired a consultant to report on the progress. We have made the DLOs responsible for making this work and this year is going to be "Noolaga ezhuchi aandu".

We would like your views on peoples' engagement in the project, especially from the University??

Everyone is welcome to participate, this is for the citizens, we welcome ideas from Kanyakumari to Kashmir. Please write to us and give your suggestions at www.pallikalvi.in

Uneasy lies the head that wears the crown, we know Mr. Arivoli has a monumental task ahead of him but we know that he is dreaming of things and asking why not??? We know that he is going to make his dream come true. Many thanks Sir, for very willingly giving us your time and your views. We

know you will succeed. Our best wishes!! – Interviewd by Vijaya K Sundaram.

Survey Results regarding MALA's Future Direction:

On behalf of MALA executive Committee members we would like to thank you for taking the time to fill up the survey questionnaire/online survey. We appreciate your valuable suggestions and feedback and we take it very positively.

The message is loud and clear: MALA needs to organize more training programmes, better website, faculty improvement programmes, advocacy to the government and the universities, involve students, be a role model association. Due to confidentiality of the survey we are not in a position to disclose further details.

Thank you all for your constructive ideas and infact we are cognizant of the fact and are working towards changing it.

Some statistics:

Of the total responses received 79% were members of MALA and 21% non-members.

94% of the respondents agreed to publicise their membership affiliation in MALA website.

50% of the respondents were willing to be resource persons in the programmes organised by MALA

43% are willing to host a programme co-sponsored by MALA in their institutions

40% wish to contribute articles to the newsletter

33% showed interest in enrolling new members and also act as career guides

20% agreed to be mentors to new comers in the field.

66% wish to receive the MALA newsletter through electronically only and the rest wish to receive the print copy.

Out of more than 500 members we only received a total of 43 entries, which is disappointing. Therefore, the executive committee wishes to keep the survey open till the end of this year. You are welcome to

take the survey at: <http://www.accel-india.com/mala/>

Edited by L. R. Gowri and Vijaya K Sundaram

Please write to us: madraslibraryassociation@gmail.com

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->