



MALA InfoZine

Estd.1928

735 Anna Salai, Ground Floor (Behind LLA Building) Chennai 600 002

The Madras Library Association's Newsletter

June 2010

Message from the President

Greetings!

The big buzzword these days is "social network" – what is this social network? Why would anyone want to join a social network? What's the big attraction? Typically a social network is a service that allows you to keep track of your friends, family, and business relationships. Social networking on the Web is similar to networking in real life, but with some crucial differences. Most social networks use groups to help you find people with similar interests or engage in discussions on certain topics. Of course, the problem is that there are so many social networks that it's almost impossible to keep track of your friends.

Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online. This is because unlike most high schools, colleges or workplaces, the internet is filled with millions of individuals who are looking to meet other people, to gather and share first-hand information and experiences about sports, cultural activities, things of common interest. The topics and interests are as varied and rich as the story of our world. When it comes to online social networking, websites are commonly used. These websites are known as social sites. Social networking websites function like an online community of internet users. Social book marking is an even more refined version of social networking that lets users share specific links and news articles to their friends and other members of the site.

There are community-based Web sites, online discussions forums, chatrooms and other social spaces online. We can share our passions and interests without any geographical or cultural boundaries. Top social networking websites: Facebook, Orkut, Myspace, Twitter, LinkedIn, Ning.

It is also useful to the information professionals as a networking tool to share breaking news, ideas and information. It can be a tool to market our services. It offers opportunity to participate in discussions and forums especially on Open source software etc.

Information professionals can make our services indispensable by pushing information across the organization by sorting and prioritizing and customizing the information thus making it more meaningful. The opportunities are endless.

Want to know more? This is where MALA plays a leading role in your continuous education. MALA can organize seminars on the basics of social networking. It is your association and we need to know what you would like. Please speak to us about your interest. We have the expertise to stay connected!!

Best regards,
Vijaya K Sundaram

New Members

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

Annual

- Dr. P. Perumal, Conservator & Librarian i/c, Saraswathi Mahal Library, Thanjavur

Life

- Ms. K. Indumathi, Librarian, Anna Adarsh College, Chennai
- Dr. J. Jayachandran. Asst. Prof. of English, Anna University, Villupuram Campus
- Mr. K Prabhu, Postgraduate Student, Department of Information Science, University of Madras, Chennai
- Ms. T. Premila, Bibliographic Assistant, Connemara Public Library, Chennai
- Mr. S. Ramalingam, Joint Director, Directorate of Public Libraries, Chennai

Institutions

- Chinmaya International Residential School, Coimbatore
- Dr. M.G R. Janaki College of Arts & Science, Chennai

Forthcoming Programmes

Coming soon.....

Seminar on Access to Knowledge - Intellectual Property Rights. Consumers Association of India is planning for a seminar in association with MALA on IPR, Copyright law, problems in accessing materials, entitled "**Access to Knowledge**" in July 2010 for IPR professionals, librarians, research scholars and library science students, especially to create awareness among the community about adhering to and impacts on violation of the IPR. Please look out for details in the eMALA yahoogroups in the very near future. Please see the box item for instructions to become a member of eMALA.

National

One Day **National Level Seminar on "Knowledge Management In Libraries"** July 17, 2010 at SKR Engineering College organised by Central Library, SKR Engineering College, Chennai.

Sree Siddaganga College for Women Tumkur, Tumkur University Tumkur, KSCLA Bangalore and Tumkur College Librarians Association Tumkur jointly organizing a "**National**

Conference On Indian Academic Libraries- 2020” and Librarians Day in fond memory of Dr. S. R. Ranganathan during August 12-14, 2010. Birla Auditorium, SIT, Tumkur (Karnataka) is the venue for the program. Please check <http://www.nacial2020.in> for registration details.

National Conference on “Public Libraries in the Knowledge Societies”, July 9-11, 2010 at College of Home Science, Saifabad, Hyderabad. Please see for details: <http://angrau.net/Saifabad.htm>

Seminar on Personality Development in the Library Profession.

To celebrate its silver jubilee, the Department of Library & Information Science, NEHU, Shillong will be holding a National Seminar, October 21st to 23rd, 2010. The theme of the seminar is “Personality Development in the Library Profession.”

International

Organisers of International Conference, Management Development Institute (MDI) and Indian Association for Special Libraries & Information Centers (IASLIC) on Digital Libraries and Knowledge Organization (ICDK 2011) are calling for papers. The Conference will take place during February 14-16, 2011. Conference Website <http://www.mdi.ac.in/ICDK/Home.html> offers more information.

Join e-MALA for Latest Information

Steps to follow:

- Go to Yahoo.com and select Groups.
- By creating your own username and Password sign up for the Groups.
- Search for e-MALA and again you need to fill up the form to join e-MALA
- When you complete selecting the options, you are already inside e-MALA

Innovative Libraries in Developing Countries

The Elsevier Foundation supports the efforts of libraries to enhance the quality of life in developing countries by advancing knowledge in science, technology and medicine. The Foundation provides one, two and three year grants to libraries in the developing countries and supporting organizations. Active since 2002, the Elsevier Foundation provides grants to institutions around the world, with a focus on supporting the world’s libraries and scholars in the early stages of their careers. Since its inception, the Foundation has awarded more than 60 grants worth millions of dollars to non-profit organizations working in these fields. In January 2010, \$600,000 in grants were awarded to 12 organizations selected for their innovation and potential for impact in the developing world and academic workplace.

More information on the program requirements and details of how to submit a 2010 proposal are available on The Elsevier Foundation website. <http://www.elsevierfoundation.org/library.html>

Scholastic Librarians’ Meet

Scholastic India runs a dynamic publishing programme that aims to bring out innovative titles from the best of Indian authors and illustrators. Scholastic works closely with

teachers, parents and students to encourage reading and promote the highest quality of reading and educational material in English. In their efforts to partner with schools in finding solutions to encourage children to read, Scholastic India organized a one day Librarians’ Meet for the librarians of schools in Tamil Nadu on 16th April 2010 at Smt. Sivagami Pethachi Auditorium, Chennai.

The theme of the Meet was “The School Library: Today and Tomorrow”. Its objective was to discuss good practices and search for new and interesting ideas for a vibrant library. The event was inaugurated by Ms. Kalpana Dasgupta, former chairperson of the library development wing of the National Knowledge Commission. Librarians from over a hundred schools participated.

The Meet was divided into 4 interactive sessions. Several MALA executives and members participated actively as panelists and resource persons.

According to Sayoni Basu, Director Publishing, “We at Scholastic believe that the library is the place where the most important learning happens, and where children can learn the most valuable lessons about individual learning and creativity. Internationally, Scholastic is constantly introducing new programmes to aid school libraries. The aim of this meet was to get a sense of what innovations in school libraries are possible and needed to make them the spaces they need to be.”

News you can use

Students to get free access to e-books

College students across India will now get free access to e-journals and e-books from all over the world with the human resource development ministry subscribing to them. Over 2,000 journals have been subscribed to by the ministry under the project titled N-List (National Library and Information Services Infrastructure for Scholarly Content). These will be provided to students in various colleges free of cost.

“It is a part of the ICT (information and communication technology) initiatives of the government. The resources include more than 2,100 e-journals and 51,000 e-books,” a ministry official told. The scheme covers premier technical institutions like IITs, IISc, IISERs and NITs along with 6,000 government and government aided colleges across the country. Private institutions are also eligible for membership upon payment of a fee. The e-resources include publications from American Institute of Physics, American Physical Society, Annual Reviews, Cambridge University Press, Oxford University Press, Royal Society of Chemistry and Tata McGraw Hill, along with major Indian journals and publications. (Hindustan Times - June 09, 2010)

Cambridge University ‘digital library for world’ plan

Newton’s Principia Mathematica will be among the first to be available online. Cambridge University Library said it wants to be a “digital library for the world” by putting its collection of more than seven million books online. The plan follows a pledge of £1.5m, which will pay for the infrastructure for the first stage of the project. (BBC News, June 4, 2010)

Ebrary Adds New Corporate Subscription E-book Collections

Ebrary announced the availability of Business Complete for corporations, a growing subscription database of more than 1,600 ebooks covering all aspects of company operations including accounting; human resources; leadership; marketing, branding & product management; sales & selling; and strategic planning. Featuring current titles from leading publishers including AMACOM, Elsevier, Emerald, Kogan Page, and Wiley, the collection may be previewed at <http://site.ebrary.com/lib/businesscomplete>.

Internet Insights

Online Social Networks, Virtual Communities, Enterprises, and Information Professionals by Mike Reid, Vice President, Sales and Business Development, Cognition Technologies, Inc. and Christian Gray, Senior Account Executive, Safari Books Online, LLC. Full text is available at: http://www.infotoday.com/searcher/jul07/Reid_Grey.shtml

Harnessing the Power of SharePoint for Library Applications by Lisa A. Ennis and Randy S. Tims. Please see http://www.infotoday.com/cilmag/jun10/Ennis_Tims.shtml for full text.

10 Tips for Tracking Trends by Elisabeth Doucett. Libraries can stay relevant to their users by strategically riding the wave of societal trends according to Doucett. Read this useful article at: <http://americanlibrariesmagazine.org/features/05112010/10-tips-tracking-trends>.

The Digital Universe Decade – Are You Ready?: The digital universe continued its skyrocketing growth even during a severe global economic downturn: The creation and replication of new digital information set a record in 2009 by growing to 800 billion gigabytes, 62 percent over the previous year. People continue to take pictures, send e-mail, blog, and post videos. Companies are still adding to their data warehouses. Governments are still requiring more information be kept. And that's only the beginning of what's to come. The expansion of the digital universe is expected to gain further momentum over the next decade, increasing 44-fold to 35 trillion gigabytes by the year 2020. IDC looks at the trends and challenges of managing the explosive growth of information in this digital universe decade. Read the report at <http://www.emc.com/collateral/analyst-reports/idc-digital-universe-are-you-ready.pdf>

D-Lib Magazine is an electronic publication with a focus on digital library research and development, including new technologies, applications, and contextual social and economic issues. D-Lib Magazine appeals to a broad technical and professional audience. The primary goal of the magazine is timely and efficient information exchange for the digital library community to help digital libraries be a broad interdisciplinary field, and not a set of specialties that know little of each other. The Corporation for National Research Initiatives (CNRI) is making D-Lib Magazine available for the advancement of knowledge and practice on digital library research and related matters. Subscribers to D-Lib Magazine receive e-mail notification when a new issue of the magazine is published. The magazine is published six times a year and is released bimonthly on the World Wide Web. D-Lib Magazine is available only in electronic format. There is no

print version of the magazine. Subscriptions are free of charge. To subscribe or unsubscribe, see the D-Lib Magazine Subscriber List page at <http://www.dlib.org/mailman/listinfo/dlib-subscribers>

Blog Watch

You are the Future - The future is bright for librarians, but not if we continue chasing trends and focusing on artifacts over knowledge and learning says David Lankes, Director of the Information Institute of Syracuse, and associate professor in Syracuse University's School of Information Studies, U.S. This presentation looks at the future of librarians and their role in libraries and beyond in the future. Log on to: <http://quartz.syr.edu/rdlankes/blog/?p=1000>

Know about the Technology in Vogue:

Cloud Computing: Cloud computing comes into focus only when you think about what IT always needs: a way to increase capacity or add capabilities on the fly without investing in new infrastructure, training new personnel, or licensing new software. Cloud computing encompasses any subscription-based or pay-per-use service that, in real time over the Internet, extends IT's existing capabilities. More info at: <http://www.infoworld.com/d/cloud-computing/what-cloud-computing-really-means-031>

Information Trends

10 Tips for Tracking Trends by Elisabeth Doucett. Libraries can stay relevant to their users by strategically riding the wave of societal trends according to Doucett. Read this useful article at: <http://americanlibrariesmagazine.org/features/05112010/10-tips-tracking-trends>

We Recommend

Countdown to a New Library: Managing the Library Project by Jeannette Woodward, ALA, 2000

Count down to a new library is a crash course in planning and building the modern library. Reading this book will not magically transform you in to a building professional, but it will serve as an overview of the entire process. Available at the American Library, Chennai.

1,001 Children's Book You Must Read Before You Grow Up

This book will help parents, teachers and librarians to get an overview of all international books from toddler to teens.

Books that changed the world: the 50 most influential books in human history.

Each title in this book is well explained in short and also about the authors' and their works.

The Wikipedia Revolution: How a Bunch of Nobodies Created the World's Greatest Encyclopedia by Andrew Lih. Aurum, 2009. Read the history of Wikipedia from its inception in this book.

All the above three books are available at British Council, Chennai. (A. Abilash, WIPRO, Chennai)

Why Colour Code

A unique colour for main subjects will always help the main subject of books together on the shelf. Traditional call number labels with colour code, that makes it easier for user to locate subject area and easier for staff to notice misplaced items.

Advantages of colour code system:

- Save the time of the user.
- Always help staff to keep the subject books together.
- Colour code makes it easier for user to locate subject areas and for staff to notice misplaced copy by visually identifying the subject colours.
- Easy to sort the main subject books as and when returned, also staff may not find it difficult to reshelve the books
- For faster shelf reading and stock taking
- The most important advantage is solution for misplaced books on shelf, as it is easy to find without using any technology.

Should you wish to follow the Colour Code, check out at the recently refurbished British Council library in Chennai. (A. Abilash, WIPRO, Chennai)

JAM (Just A Minute) with the Director, The American Library, Chennai

Jagadish joined the USIS in 1974 as Circulation Librarian. Earlier in 1971 he was an Intern for three months at the American Library. After completing his Master's in Library and Information Science in 1973 from the University of Mysore, he worked at the university's library for two years. Jagadish has travelled to the United States on official training programs twice and also had the opportunity to participate in the 2002 Special Libraries Association Conference in Los Angeles. He has been the Director of the American Library for over 12 years and will be retiring end of this year. As a member of MALA for over three decades, he served on the Executive Board for several years.



Three words best describe you.....

Humble, Patient, and a Peoples' Person.

Biggest achievement in your career.....

Working long years for the U.S. government, a great learning experience

How do you relax on the weekends.....

Laze around a little bit, certainly go for a morning walk, Watch TV, Listen to Music, spend time with family and friends

Toughest decision you had to take.....

Well, I really cannot remember one as life went off really smooth with the blessings of my well-wishers,

Single most memorable moment.....

Getting the 35 years service award from the U.S. government

Your advice to members

Network, be committed, follow ethics, smile and be of service

The future of the profession.....

Profession and professionals: Currently it is challenging with the coming of technology and communication tools, professionals can still survive with traditional type of service making use of technology. To achieve this, professionals should equip themselves to impress upon the importance of Library services.

Plans for retirement

Enjoy life, continue to contribute to the profession, travel, Look into the future of children, and finally do what I normally do on weekends.

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: madrastlibraryassociation@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 Ms. Meena Y. Reddy, New. No.87 (Old No. 41) 7th Avenue, Ashok Nagar, Chennai 600 083.

"You may have to fight a battle more than once to win it"

- Margaret Thatcher

Copyright 1997 Randy Glasbergen. www.glasbergen.com



"Dave usually gets the Salesman Of The Month award, but this month I got it! Well, actually, he sold it to me."

Edited by L. R. Gowri and Vijaya K Sundaram
Please write to us: madrastlibraryassociation@gmail.com