



# MALA InfoZine

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

The Madras Library Association's Newsletter

September 2010

## Message from the President

### Greetings!

It has been a very eventful quarter. We had our 69th Annual General Body Meeting on August 7, 2010. We are very happy to note that several non-members attended and have become members now. We welcome all the new members and look forward to their active participation.

Even though this was not the election year, we received several resignations. Dr. Jayamani resigned as Committee Member due to personal reasons. Ms. Amudhavalli tendered her resignation due to health reasons as Vice President and so did Mr. Seshadri, Vice President, as he wanted a new representation from the publishers. Both of them have been pillars of support for several years and we wish to thank them for their immense service and look forward to their guidance in the coming years.

Ms. Gowri, Secretary, stepped down as she had several pressing family commitments. Gowri had been very active as editor of newsletter, organizing programs, communicating with members and in arranging and participating in all other MALA activities. Ms. Florence has stepped down as Joint Secretary due to personal reasons and will be replaced by Gowri and will continue to be the editor of Infozine. On behalf of MALA we thank her for all her contribution.

We are happy to welcome the following new executive members and look forward to their active support in all MALA activities:

- |                    |   |                             |
|--------------------|---|-----------------------------|
| K. Elavazhagan     | – | Secretary                   |
| Gowri Ravindranath | – | Joint Secretary             |
| R. Ravichandran    | – | Vice President (Publishers) |
| R. Ramasamy        | – | Vice President              |
| J. Lalitha         | – | Committee Member            |

Chennai has a new landmark now. Of course everyone knows what I am talking about. We are very proud that the biggest modern, hi-tech Anna Centenary Library was inaugurated on September 15, 2010, by our honourable Chief Minister. We have sent a letter to the honourable minister Thiru. Thangam Thennarasu, on behalf of MALA, congratulating him on his monumental achievement of inaugurating this library in

such a short time. This has been made possible only by the tireless efforts and sleepless nights by the DPL staff, librarians, information professionals, corporates and consultants under the able leadership of the Director, Thiru. G. Arivoli. It is truly world class and offers state of the art facilities.

There was a general feeling of disappointment from the library and information professionals that their services were not recognized. Why do we continue to be mute spectators? Have we done enough to raise our profile? Are we ready for world class service for the world class facility? Have we transferred this collective knowledge and wisdom to our peers? Are the peers knowledge seekers? Isn't it time all the professional associations join and work together for the common cause? We do need to find the answers.....



Best regards  
Vijaya K Sundaram

## New Members

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

### Annual

- Ms. Jannath Najeemunnisa Beegum, Senior Grade librarian, J.B.A.S. College for Women, Chennai
- Ms. Nasreen Begam, Assistant Librarian, J.B.A.S. College for Women, Chennai
- Ms. Thangam, Library Professional, Chennai
- Mr. G. Ashok, Librarian, AM Jain College, Chennai

### Life

- Mr. J. Kasinathan, Senior Executive Scientist, Cavin Kare Pvt Ltd, Chennai
- Mr. Kanniyappan, Librarian, KVCET, Maduranthagam (Taluk), Kanchipuram (District)

- Ms. Geitha Arun, Librarian, Kalakshethra Foundation Rukmini Devi College of Fine Arts, Chennai
- Mr. M. Jagadeeswaran, Guindy Campus Library, University of Madras, Chennai
- Mr. R. Sivakumar, Librarian, Mohamed Sathak AJ Collge of Nursing, Chennai
- Mr. M.V. Ranga Rao, Grade III Librarian, Zilla Grandalaya Samstha, Thugathurty, Andhra Pradesh
- Mr. Katta Nagaiah, Grade III Librarian, Zilla Grandalaya Samstha, Valigonda, Andhra Pradesh
- Mr. S Vilochanan Thampi, Librarian, VELS University, Chennai

**I consider my ability to arouse enthusiasm among men the greatest asset I possess. The way to develop the best that is in a man is by appreciation and encouragement.**

**- Charles Schwab**

## Madras Week Celebration in MALA



*".....Last week in Chennai, at a lecture on the spread of India's library movement, Prof. S. Parthasarathy told of early promoters of literacy who actually read out books to people. Observing that young people now using the internet skip past the writing on any subject and watch the videos, he predicted that in 30 years we might leave behind the written word and*

*embrace our oral tradition again. When that happens, we will find that poetry was with us all along."*

Thus wrote Latha Anantharaman in The Hindu, Metro Plus, entitled "Reason to Rhyme" on August 26, 2010. Those who attended the Madras Week celebration jointly organized by the MALA and DPL on August 20, 2010 at the LLA auditorium, on the topic "The Story of MALA, Down Memory Lane" would know that "knowledge management" is nothing new to us.

Professor Parthasarathy spoke very eloquently on the history and objective of MALA for over an hour. This nonagenarian stood the whole time without even taking a sip of water spoke passionately on the national library movement and the forming of the Madras Library Association in 1928, passing of the library Act in 1948 by the tireless efforts of Dr. S.R. Ranganathan.

He spoke of the book mobiles being primarily bullock carts with books and books were read using lanterns. The Madras Library Association also encouraged authors by publishing their books and many of these knowledge transfer

occurred only through memory thus they had far reaching effect in the society.

Speaking on the role of the Association in modern days, he did wonder if we have really reached the society as an Association. He felt that we are not being recognised or consulted by the government. He offered several constructive ideas. We should judge the library not by its collection but by its use. His advice to the Association is to run it like a corporate. Increase the membership fees and create databases, info packages thus improve the way we do business. Association can also fund research, publish books for income generation.

## Forthcoming Programs

- October 2010 – Training for corporate librarians for a major corporate
- November 2010 – Library week celebrations
- December 2010 – Workshop for School Librarians
- January 2011 – Participation in Chennai Book Fair
- February 2011 – National Seminar for Library and Information professionals

## National/ International

**International Conference on Information and Communication Technology, (ICICT 2010)** at Thiagarajar School of Management, Madurai during December 16-17, 2010. More details at: <http://www.tsm.ac.in/icict2010/>

**3rd International Conference on Libraries, Information and Society 2010 (ICoLIS 2010)** at Armada Hotel, Kuala Lumpur, Malaysia during November 9-10., 2010. Details of the Conference which focuses on 'Towards Greater Information Accessibility' are in: <http://icolis2010.fsktm.um.edu.my/>

**Trends in Information Sciences and Computing (TISC 2010)** is the 2nd International Conference Organized by Sathyabama University, Chennai in association with Cognizant Technology Solutions during December 17th - 19th 2010. Conference site <http://www.tisc2010.com/> gives more details.

## The Future of the Book

- 51% of e-reader owners increased their purchases of e-books in the past year. Source: Book Industry Study Group survey
- 9% of consumers increased their purchases of hardcover books in the past year. Source: Book Industry Study Group survey.
- 2.6 Average number of books read by e-reader owners in a month. Source: Marketing and Research Resources
- 1.9 Average number of books read by print-book readers in a month. Source: Marketing and Research Resources
- 176% Increase in U.S. electronic-book sales in 2009. Source: Association of American Publishers

- 1.8% Decrease in U.S. book sales in 2009 from a year earlier. Source: Association of American Publishers
  - 86% of e-reader owners read on their device more than once a week. Source: Marketing and Research Resources
  - 51% of e-reader owners read on their device on a daily basis. Source: Marketing and Research Resources
- (Wall Street Journal, August 25, 2010)

## News You can Use

### Delhi is also Ph.D capital of the country

Delhi may be home to only a few universities (19), but that has not stopped it from emerging as the Ph.D capital of the country. In the last decade, from 1998 to 2007, Delhi has produced over 17% of the total doctoral theses in India. West Bengal is a distant second at 11.9%, followed by Maharashtra, which despite having the largest number of varsities in the country (96), merely contributed 8% to the Ph.D pool. These figures are based on a sample survey. (Times of India, Sept. 9, 2010)

### The ABCs of E-Reading

Among early adopters, e-books aren't replacing their old book habits, but adding to them. Amazon, the biggest seller of e-books, says its customers buy 3.3 times as many books after buying a Kindle, a figure that has accelerated in the past year as prices for the device fell.

**New Devices Are Changing Habits. People Are Reading More, Even While in a Kaya!** Some 11 million Americans are expected to own at least one digital reading gadget by the end of September, estimates Forrester Research. U.S. e-book sales grew 183% in the first half of this year compared with the year-earlier period, according to the Association of American Publishers (Wall Street Journal, August 25, 2010)

### A quest for books leads them to a better education

**CHENNAI:** Irfan Basha, a student of New College whose father works as a hotel supervisor, did not plan on studying beyond B.Com. However, a fortuitous scheme announced by the University of Madras rekindled his dreams of studying further. On January 26 this year, university vice-chancellor G Thiruvasagam had stated that students who collected the maximum number of books to be donated to the Anna Centenary Library complex would be offered free PG seats at the university or any of its affiliated colleges. The university kept its promise. Both the B.Com students from New College, who have opted for an MBA course at the University of Madras, were joined by A Lakshmi, a student of Soka Ikeda College of Arts and Sciences, Ambattur. Lakshmi, who collected 18,000 books, wishes to pursue an MCA or M.Sc ( Computer Science) at the university. (Times of India, Sept.1, 2010)

It is no use saying, 'We are doing our best.' You have got to succeed in doing what is necessary.

**Winston Churchill**

## City gets exclusive library for litigants

**PUNE:** A first of its kind library, exclusively meant for litigants, was inaugurated at the district and sessions court in Pune. 100 books on various laws will be kept at the library. The library will remain open during the court hours. The litigants coming to the court can avail of the facility which would be free of cost.

The concept aims to encourage litigants so that he can have a better understanding of his case. The litigant will learn the meaning of a particular section and what punishment the law prescribes and many other such details.

The Pune Bar Association members will encourage their clients to avail services of the library for enabling them to understand various laws. The library will have books on the Indian Penal Code, Criminal Procedure Code, Civil Procedure Code, Hindu Succession Act, Domestic Violence Act, Medical Termination of Pregnancy Act and other laws. (Times of India, August 21, 2010)

## Information Trends

**Foursquare** is a mobile application that makes cities easier to use and more interesting to explore. It is a friend-finder, a social city guide and a game that challenges users to experience new things, and rewards them for doing so. Foursquare lets users "check in" to a place when they're there, tell friends where they are and track the history of where they've been and who they've been there with. Foursquare co-founders are Dennis Crowley (33) and Naveen Selvadurai (28) are young millionaires, since their company is valued at \$80 million since they founded it in 2007. There is a lot of scope for libraries to promote themselves in their community by this new Social media tool. Check it out at: [www.foursquare.com](http://www.foursquare.com)

**Drupal** is a free software package that allows an individual, a community of users, or an enterprise to easily publish, manage and organize a wide variety of content on a website. Drupal is open-source software distributed under the GPL (:GNU General Public License") and is maintained and developed by a community of thousands of users and developers. When Florida Gulf Coast University Library was faced with having to replace its database locator, they needed to find a low-cost, non-staff intensive replacement for their 350 plus databases search tool. This article details the development of a library database locator, based on the methods described in Leo Klein's "Creating a Library Database Page using Drupal" online presentation. The article describes how the library used Drupal along with several modules, such as CCK, Views, and FCKEditor. It also discusses various Drupal search modules that were evaluated during the process. Read it at: <http://journal.code4lib.org/articles/2920>

## Internet Insights

The Association of College and Research Libraries (ACRL) publication **Value of Academic Libraries: A Comprehensive Research Review and Report** is a review of the quantitative and qualitative literature, methodologies and best practices currently in place for demonstrating the value of academic libraries, developed for ACRL by Megan Oakleaf of the iSchool at Syracuse University. The primary objective of this comprehensive review is to provide academic librarians with a clearer understanding of what research about the performance of academic libraries already exists, where gaps in this research occur, and to identify the most promising best practices and measures correlated to performance. This 172 pages document is available for free at: [http://www.ala.org/ala/mgrps/divs/acrl/issues/value/val\\_report.pdf](http://www.ala.org/ala/mgrps/divs/acrl/issues/value/val_report.pdf)

**Facebook vs. Twitter: Battle of the Social Network Stars** by Curt Tagtmeier. <http://www.infotoday.com/cilmag/sep10/Tagtmeier.shtml>

## Blog Watch

**The Annoyed Librarian** is possibly the most successful, respected, and desirable librarian of her generation. She has no other interest than to bring her wit and wisdom to the huddled librarian masses yearning to breathe free. Available at: <http://blog.libraryjournal.com/annoyedlibrarian>

**Research Summaries by Experts.** Distilled, authoritative and up-to-date information for researchers on scientific, technical and medical topics. It is a free, wiki-like knowledge-sharing service from Elsevier for the scientific community. It integrates content, searching/browsing, and community features from Elsevier. <http://www.scitopics.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: [madrastlibraryassociation@gmail.com](mailto: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) 7<sup>th</sup> Avenue, Ashok Nagar, Chennai 600 083

## We recommend

### Article

**Libraries, Ebooks, and Competition** by Eric Hellman in *Library Journal*, August 15, 2010 issue [http://www.libraryjournal.com/lj/ljinprint/currentissue/885871-403/libraries\\_ebooks\\_and\\_competition.html.csp](http://www.libraryjournal.com/lj/ljinprint/currentissue/885871-403/libraries_ebooks_and_competition.html.csp)

### Book

**Current Tools and Techniques in Library Science** by Punit Ralhan. Oxford Book Company, August 2009. Available at the Connemara Public Library, Chennai (020 RAL)

### Video

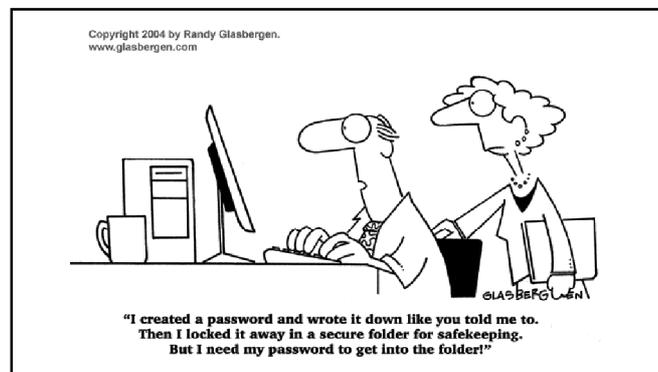
Do you have an idea of video recording your library's resources and services to show your target audience? Check out the examples of **Harvard University** at: <http://www.youtube.com/watch?v=mQei9UeP7c0> and **Brookens Library at the University of Illinois Springfield** at: <http://www.youtube.com/watch?v=xVQSSVQuupc&feature=related>. You could also market about your library services with a video in your Institution's intranet or internet pages as appropriate. All you need is a video camera, students and loads of enthusiasm and right attitude!

## Letter of appreciation

We are very happy to share this letter of appreciation from our eminent professor Raghavan of DRTC, Indian Statistical Institute, Bangalore:

..... just wanted to compliment you and your team for the wonderful work you have been doing to keep the MALA flag flying high. It is one of the oldest professional associations in our field in the country and has a glorious past. I find the newsletter very informative and also eminently readable unlike newsletters of most professional bodies which are so monotonous! God bless you and your team to continue with the good work.

Thank you Professor Raghavan for your kind words of encouragement.



Edited by L. R. Gowri and Vijaya K Sundaram  
Please write to us: [madrastlibraryassociation@gmail.com](mailto:madrastlibraryassociation@gmail.com)