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FROM

PUBLISHER'S DESK

It is again that time of the year to hold our major event, that is the Librarians' Day Seminar.

Owing to unforeseen circumstances the date for this Seminar has been postponed. It will now be held on Saturday, 27th August at the same venue, that is at the H. T. Parekh Convention Center, Ahmedabad Management Association. All efforts are being made to inform all our Librarian friends. However we earnestly request our readers to convey this information to their friends and colleagues.

Some time back ADINET had initiated the LIS identity project. As it is important to pursue this project, we invite suggestions and comments from our readers, on the focus points given below. We also seek volunteers/leaders to pursue and contribute to this project.

LIS Identity Project

Things WILL change,
    if we ALL change.
CHANGE our THINKING
ATTITUDE and WORK culture

Project
❖ Create Awareness of Importance of Information for both Librarians and Users
❖ Provide Better Services
Automation, Networking, Collaborative work, Resource Sharing
❖ Library Orientation
Prepare Power Point Presentation

JOIN together in one thought and intent to CREATE a healthy identity

This issue contains a thought provoking write up on the Changing Face of Libraries. Fortunately librarians are now working towards marketing of libraries and library services. One such librarian Mr. Ned Potter who is working at the York University seems to have this passion. He has prepared a very interesting slide-share presentation, in which he has given facts and figures which justify the fact that the 'Time for Libraries in Now'. A condensed version of this slide-share is included in this news letter
http://www.slideshare.net/thewikiman/the-for libraries-is-now

An exceedingly useful course for publishers was held recently at IIM-A. This Publishers Training Programme : Managing for the Future was conceptualized & designed by Dr. H. Anil Kumar Librarian, IIM-A & Mr. Akshay Pathak Director, German Book Office. A brief write up is given here.

Wish to be happy ? This Recipe for Happiness will help!

Please note the change ------
LIBRARIANS' DAY SEMINAR
Owing to unforseen circumstances the
Librarians' Day Seminar has been postponed.
It will now be held on Saturday, 27 August 2011
at the same venue.
H.T. Parekh Convention Centre,
Ahmedabad Management Association,
ATIRA Campus, Dr. V.S. Marg, Ahmedabad

The Changing Face

OF LIBRARIES

During the present time, many may wonder about the future of libraries and the future of the library profession. Are libraries going to wither? If not whither are libraries going? This question has been debated since a few decades. Especially owing to the internet & e-books, the funding for libraries is being challenged. Again the term "Information Explosion" has been used for many, many years. Information is still growing & that too exponentially hence there is an overload of information. A week's content of the New York Times, contains more information than a person was likely to come across in a lifetime in the 18th century.

The reality is that the Time for Libraries is Now. Ned Potter who is the Academic Liaison Librarian at the University of York is very interested in marketing libraries and library services. He has prepared an effective slide share presentation, in which he gives the following facts:-

1. It is well known that the Shift is happening. An important phase of this shift will be over by the end of next year. There is also a shift in the consciousness of people.

2. There are more people alive now. More that 150 million people will be born this year. www.Worldometers.info gives world statistics updated in real time.

3. The world has changed quickly & is still changing. Things are moving so fast, that what students learn in schools & colleges is outdated by the time they graduate. The top ten jobs of 2010, did not exist in 2004. Only libraries can provide up to date information on these roles, for which none of us were educated.

4. Over two billion people use the internet now. Each day there are about three billion Google searches. This shows that now, more that ever, the world needs information professionals to sort, assess, collate and present information. As education is an ongoing process, information professionals have never been so vital. They can help you navigate through the information overload.

5. Librarians are no longer the gatekeepers of information, the gates are wide open and they will show you the path once you are through them.

6. Libraries used to be the information vault, now they have become the launchpad.

7. Libraries subscribe to e-journals, purchase e-books and audio books & also pay for access to databases, and they still have books too.

8. Libraries provide people a safe & comfortable place to go to.

9. Libraries are now changing, some libraries permit you to interact & socialize and they also allow you to drink coffee in the library now.

10. Public libraries even entertain & teach children.

11. Libraries have always been providing information. That information used to be mainly in books. Now it is available from many different sources. Librarians try and give you access to all of them.

12. So, now is the time for libraries.

In this information rich age, the roles of librarians are even more important as they are information experts. Librarians need to recognize and realize their immense potential. A drastic change in attitudes, values and a code of ethics is of utmost importance. Besides conveying the value and importance of information, librarians need to convey clearly their professional expertise and the valuable services they can provide to their clientele.

Owing to the changing information environment and the technology revolution, it has become easier for librarians to reach out and interact with readers. Some of the ways in which this can be done are:-

1. Before any meaningful work is done, capacity building is very crucial. Learning and attending in-service training programs are essential.

2. It is not enough to have well equipped libraries, librarians need to reach out to people, for they can influence their lives and also their work.

3. Librarians also need to increase their visibility, by being more proactive, that is by taking the initiative.

4. It is of course essential to modernize libraries, that is to automate them and there by they can become part of a network.

5. The best way to increase the visibility of the library and its services and to showcase the changing role of librarians is of course by using a well designed dynamic website.

By consistently delivering quality customer service and marketing them, the image of libraries and librarians can be changed.

Publishers Training Programme:

Managing for the future

Publishers Training Programme:
Managing for the future
held at Indian Institute of Management Ahmedabad
during February 28 to March 4, 2011

We are aware of the challenges that the global as well as the local publishing industries are facing in the current scenario of technological developments, global financial instability and other peculiar region specific issues. This programme was then envisaged, not just to fill a gap in the publishing industry in India but also to provide a training and ideas platform for

industry stakeholders to come up with better solutions, newer ideas and directions for the future. We were encouraged tremendously by the response of the industry in our endeavour and have a full batch of some of the most exciting and experienced professionals in Indian publishing. The course was, therefore, tailored to keep the composition of the group in mind and was developed by the well-known IIMA faculty which has been studying the industry and preparing case studies based on their visits and interactions with some industry people.

The practical aspect of the course was being handled by the industry experts who complemented each module be it on strategy, marketing or finance by bringing in their hands-on expertise in India as well as internationally.

The main inputs of the programme included:

1. Strategy: The inputs covered topics like innovation, thinking out of the box, business environment, trends that are affecting the publishing industry, government and its role in the industry, education as a potential sector for driving growth in Indian publishing sector. The faculty for this module were Prof. M.R. Dixit and Dr. H. Anil Kumar from IIMA. The industry expert for this module was Mr. Ajay Shukla, MD, McGraw Hill Education.

2. Marketing: The inputs covered customer and corporation, designing and delivering customer value, marketing and distribution and brand management. The inputs on designing and delivering customer value were delivered by Prof. Abhinandan Jain, IIMA and the other inputs in this module were delivered by Prof. Piyush Sinha, IIMA. The industry expert invited for this module was Mr. Rajesh Lalwani, CEO, Blogworks.

3. Human Resource Management: Inputs covered in this module were leadership and change management by Prof. T.V. Rao, IIMA. As an industry expert, Mr. Devdutt Patnaik, Chief Belief Officer, Future Group was invited to interact with the participants.

4. Finance: The inputs in this module included financial statements, working capital and control systems and these inputs were delivered by Prof. Shailesh Gandhi, IIMA.

5. Digital Technologies: The inputs covered trends in publishing technologies and the future of Indian publishing sector. The session was delivered by Mr. Brij Singh, Founder Appility Software and an interactive session with Mr. Vishal Mehta, Founder of Infibeam was organised in this module.

6. IPR: The international perspective on Intellectual Property Rights was provided by Kevin Fitzgerald, Copyright Licensing Authority, UK and the Indian perspective was highlighted by Mr. Nikhil Krishnamurthy, CEO, KLAW.

7. Other inputs included presentations by two independent publishers Ms. Urvashi Butalia,

Zubaan and Mr. Bipin Shah, Mapin Publishing; a session on Innovation by Prof. S. Ram Kumar, CEO, Last Resort.

Two cases, one each on Ratna Sagar Publishing and McGraw Hill Education were developed for the programme by Prof. M.R. Dixit and Dr. H. Anil Kumar of IIMA. These cases were used for a learning integration exercise to capture learning from all inputs delivered in the programme and all participants participated enthusiastically in this exercise and made presentations on these two cases. The programme design was such that it provided ample opportunity for the participants to interact with peers and bring out new strategies and ideas for the industry.

The participants of the programme included representatives from Scholastic, Pearson, TCS, Tata McGraw Hill, Harper Collins, Ratna Sagar, DC Books, Giyal Books, MTG Books, Queer Ink, Good Luck Publishers, Cambridge University Press, Westland, and so on. The participants profile was a mix of professionals and entrepreneurs, large multinationals to small family businesses, education to fiction, background in marketing, finance, technology and editing.

The programme was jointly conceptualised, designed and delivered by Indian Institute of Management Ahmedabad and German Book Office, Delhi (India office of Frankfurt Book Fair). Dr. H. Anil Kumar, Librarian, Indian Institute of Management Ahmedabad and Mr. Akshay Pathak, Director, German Book Office were the programme coordinators.

Reported by Dr. H. Anil Kumar

RECIPE FOR HAPPINESS

Happiness is ACCEPTANCE, unhappiness is in resistance;

Happiness is EMBRACING THE FLOW OF EVENTS, unhappiness is in trying to control them;

Happiness is the **DEEP ABIDING TRUST THAT EVERYTHING IS HAPPENING FOR OUR LARGER GOOD even if we cant see it now,** unhappiness is in wrestling with the reasons;

Happiness is a state of being where there is no one or nothing to forgive, unhappiness is in the burden of blame and guilt;

Happiness is the equanimity of NON-judgment, unhappiness is in the e-motions of judgment;

Happiness is APPRECIATING THE GIFT/OPPORTUNITY /LEARNING IN EVERYTHING, unhappiness is seeing the problem/ difficulties/ negativity ;

Happiness is in COMPLETE SELF-RESPONSIBILITY – THE EMPOWERMENT THAT NO OUTSIDE AGENCY BE IT ANOTHER, FATE OR GOD IS RESPONSIBLE FOR OUR EXPERIENCES, unhappiness is when we view this point of power on the outside;

Divyaakummar

TECHTALK

Is a Bookless Library Still a Library?

The trend began, naturally, with engineers, when Kansas State University's engineering library went primarily bookless in 2000. Last year, Stanford University pruned all but 10,000 printed volumes from its new engineering library, making more room for large tables and study areas. And the University of Texas at San Antonio ditched print in lieu of electronic material when it renovated its engineering library in 2010.

Read more:
http://www.time.com/time/nation/article/0,8599,2079800,00.html

Without Libraries We Are Powerless

Nice little editorial from Canada:

"Libraries are an important piece of our community. Are you willing to get rid of it? Literacy is words: words are power. Getting rid of libraries is the removal of both"

http://lisnews.org/

Are e-Readers Environmentally Friendly?

Hmm, the jury is still out on that subject, but this blog post does point out an interesting statistic: for every five books that men read, women read nine.

After discussing the multiple considerations and the pros and cons of both delivery methods (e-books & paper), the author David Turnbull, an environmental law student, concludes this:

the only strong conclusion that can be gathered is that traditional print is the greenest option available today. The established consumer base, sustainable forested supply of paper, and paper recycling programs allow book purchases to be the greener option. However, in the near future, e-Readers will in fact become more sustainable through the course of their lifecycle, e-Books will be much cheaper to purchase, and their lifecycle will be much longer. Perhaps we will have to wait until the distant future to find out the verdict once e-Readers have achieved hegemony over old-fashioned print.

Read more:
http://greenanswers.com/blog/244280/are-ereaders-environmentally-friendly#ixzz1QhN0msWD

http://lisnews.org/

World eBook Fair – 6.5 million ebooks available from July 4 through August 4 2011

The **World e-Book Fair** runs from July 4 through August 4, 2011. Their goal is to provide Free public access for a month to 6.5 Million eBooks. **Project Gutenberg** and the **Internet Archive** are both contributing organizations and will be presenting a number of items in other media this year, including music, movies and artwork, even dance choreography. The collections include light and heavy reading materials, more reference books, scientific items, etc., and about 50,000 music entries in addition to the 12,000 that debuted last year.

All are welcome to join the World Public Library as well for an annual membership of $8.95 per year. Members can download a selection of about 2,000,000 PDF eBooks.

Source | http://www.libraries.wright.edu/

Oxford University, email: altertingservice :

Three of the principal online resources from Oxford University Press' (OUP) now feature a brand new, fully-customizable, email alerting service. This new service is provided by **GovDelivery,** a leading provider of online communications tools . It complements the existing RSS feed for each resource, and is available both to subscribers of OUP's online legal resources and to non-subscribers.

Alerts are generated each time content is published (whether recently released material or additions to our archive). The service allows users to select (by content type, subject area or jurisdiction) the content on which they would like to be updated - the type, subject area, and – and how often they receive updates: immediately, daily, or weekly.

The service is currently available on three resources:

❖ Oxford Reports on International Law
❖ Max Planck Encyclopedia of Public International Law
❖ Investment Claims

Source : http://www.daylife.com/

What Skills Does a Digital Archivist or Librarian Need ?

July 13th, 2011 by Bill LeFurgy

Archives, libraries and other collecting organizations are in the midst of a staff revolution. The digital age is driving a demand for employees who are comfortable and creative with technology.

Archivists and librarians need to clearly explain what they do and why they do it. They need to do this internally as part of refining systems, and they really need to do it externally to connect with users and would-be users. The explosion of social media is driving a new approach to how cultural heritage organizations serve the public: instead of relying exclusively on patrons to come to them, institutions are marketing themselves using the same tools as commercial brands.

http://lisnews.org/node?page=1