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FROM PUBLISHER'S DESK

Dear Friends

The ninth Quarterly Seminar on Information Products and Services was jointly organized by ADINET and the British Library on 27th April 2013, at the British Library.

The value and importance of a library depends upon many factors, the main one being the services provided to its users. An Information Product is a means for improving user satisfaction and promoting the use of services.

The Score Card for this seminar was analysed by the British Library. Under both the headings "The Event met my expectations" and "Overall this was a high quality event" the ranking was 95% The participants also stated the several benefits they obtained from this Seminar.

This Newsletter contains write-ups of the following two papers presented at the Seminar:-

"Creating an Awareness about Utilisation of College Library Resources" by Mr. P.C. Shah and "Value Added Services" by Ms. Kina Khimani.

for latest

Activities/Programmes of ADINET

Visit us at:

<http://www.alibnet.org>**Please note change in venue**

Librarians' Day Seminar

**"Redefining Libraries to Create Next
Generation Libraries"**

will be held on 10th August 2013 at

**Entrepreneurship Development Institute
of India (EDII)**

Nr. Village Bhat, Gandhinagar

Transport will be provided**Last date for Registration: 30th July, 2013**

LIBRARIANS' MEET AT BRITISH LIBRARY AHMEDABAD

The quarterly seminar of ADINET was conducted at the British Library Ahmedabad on Saturday, the 27th of April. The topic of the discussion was 'Information Products and Services'.

A group of about 25 participants gathered to discuss the issue and update their knowledge about information products.

The meeting started with a small prayer recited by Ms. Swadha Majumdar, followed by Saraswati Vandana. Mr. Dattatreya Kulkarni, the manager of the British Library Ahmedabad welcomed all the participants to the meeting and gave a brief introduction of the British library. British Libraries are jointly managed by the British Council and Indian Council for Cultural Relations.

The British Council works in areas like learning and teaching English, preparation of exams like

TOEFL, library & information services, science, arts, culture etc. The British Library started its operation in Ahmedabad in the year 1979. Mr. Kulkarni briefed the audience about the two main services of the British Library, Ebrary and Infotrac. Ebrary is the collection of about 70,000 e- books that the British Council provides to its members. The collection includes books from various subject fields ranging from social science, science, technology, art, culture and literature.

It comes with advanced features like that of creating a bookshelf of one's choice, availability of various search options, translation facilities and permission to download the same. Infotrac is the e-journals database, which offers access to about 14,000 peer reviewed journals from different subject fields such as sciences, medicine, engineering, business etc.



Participants at British Library

After this talk, Ms. Rhoda Bharucha, Hon. Director ADINET expressed her gratitude towards the organizers, presenters and the participants for making the event a success. She emphasized on the need and importance of preparing Information Products, with the help of which more services can be provided. She also gave a brief account of ADINET's forthcoming activities.

Mr. P. C. Shah then took over the dais with his presentation on 'Tips for Maximum Utilization of College Library Resources'. With his profound experience of over 40 years in the field of LIS, he explained the role of trustees, the college principal, teaching faculty, librarians as well as students in the maximum utilization of the resources in a college library. It is only with the cooperation of all these working together, library resources can be utilized to the best possible extent. He also suggested methods, which librarians should adopt in order to make their library visible, really useful and make people acknowledge its importance in their lives.

Next presentation was given by Ms. Kina Khimani, Head, Ahmedabad Information Resource Centre, TCS, on 'Value Added Services by Librarians'. Kina insisted that in this age of search engines where people are highly reliant on the Internet for the information they require, librarians have a bigger

role to play. According to her 'a trained librarian is a powerful search engine with a heart'. It is the LIS professionals who can sort, assess, collate and package the information required by its clientele. She suggested a number of methods through which LIS professionals can provide value added services to the users. Some of those discussed were- providing specialized services to the users, exploring business opportunities, providing research based services, providing services in a collaborative way, event planning, efficient marketing of the services being provided, benchmarking standards, use of knowledge management tools, optimum utilization of social networking etc.

As a balanced diet is important for the proper growth of an individual, a balanced score card is very important for the overall growth of an LIS professional. Balanced score card involves many aspects of work such as:- availability of proper funds, working as a team, adoption of latest technologies, continued learning and development of the staff. After all the hard work put in, a proper feedback from the users is very important so as to assess the areas where more efforts have to be incorporated. An action plan is needed to fill up the gap between the existing situation and the target to be achieved. Staff should be designated to perform the required task with a set time period.

Prof. Geeta Gadhvi, Co-ordinator, Dept. of LIS, Gujarat University, was the next to present her talk which was based on 'Design and Development of Information Products' by the students of Dept. of LIS, Gujarat University. She gave an introduction of Information Products and discussed their importance. Before creating any information product, a proper research has to be conducted so as to ascertain its need and the audience needing it has to be identified. Keeping in mind the users, the product is designed, taking into consideration the financial aspects. Department of LIS had started this concept of production of Information Products in the year 2005/2006. Since then the students of MLIS have come out with many amazing and quality information products.

The seminar concluded with a small tour of the host library. The participants really appreciated the excellent management of the library and were impressed by the numerous useful services provided by the dedicated staff of the British Library.

Shilpa Khandker
Library, Institute for Plasma Research
Bhat, Gandhinagar

Creating an Awareness about Utilization of College Library Resources

“Road Goes on Forever and Learning Never Ends”

Information is used for various purposes. Globalization and ICT have made the availability of information quickly, timely, pin pointedly and correctly. All libraries cannot purchase all the available useful information resources due to economic and other reasons. Hence, maximum utilization of whatever available resources is the NEED OF THE DAY.

First step for utilization of various available Information Resources is to create an awareness (making known to users about the availability of information) about the availability of various information resources and its utility for varieties of purposes amongst various USERS' GROUPS of the college libraries. For this purpose both traditional as well as modern methods/techniques are to be used.

What can be done for the maximum utilization of resources of college libraries?

Following are some of the suggestions, which have been implemented successfully by the author at Ichlakaranji Technical College, Kolhapur; SLU College for Girls and Rachana School with the help of Trustees/Management, Principals, Teaching faculty, Librarians and more important with the help of students. Hybrid (Traditional as well as Modern) college libraries are existing at present. But, most important requirements are : professional devotion, desire to do hard work and continuous uptodateness in LIS subjects.

- (A) TRUSTEES/MANAGEMENT play a key role in providing favourable environment for college libraries. Appoint a qualified librarian, provide suitable infrastructure and consider library as the heart of the institution.
- (B) PRINCIPAL is a leader with vision, knowledge and enthusiasm. He is the main person for the development of a good library. He needs to support library automation and encourage librarian in creating comfortable physical facilities with open access and also provide internet access facilities to users at nominal cost.
- (C) TEACHING FACULTY can motivate students by encouraging them to prepare the list of resources on topics to be taught, by organizing group discussion on books, visit library regularly, suggest new books and

other resources etc. Try to create information hunger amongst students.

- (D) STUDENTS are active and energetic users of libraries. Their hunger for information must be satisfied. Their suggestions must be implemented immediately. They can very easily pressurize management for implementation of good and realistic suggestions.
- (E) LIBRARIAN has to change his/her MINDSET to provide excellent services to users. Service oriented attitude is to be developed. Librarian must know their users' groups requirements, prompt action is needed, uptodateness in LIS field is must, desire to take more responsibilities and think continuously to make library as a NODAL POINT for all activities of college. Librarian must see that the library is kept clean and attractive, create an inviting environment, maintain stack-room regularly, take care of users with flexible library rules.

Library must develop digitized “Question Banks” for students. This will be more useful to students for their examination of present style.

Various types of modern methods/techniques must be used by librarian, for library orientation; Such as talks and visit to library, on-line orientation, group discussion, use of video/website/CD, booklet on “Library to enhance your knowledge”, etc.

Librarian must make maximum use of modern ICT facilities available.

Further following actions can maximize the use of resources:

- Provide list of resources available on various teaching topics/micro subjects.
- Provide inter library loan.
- Exhibition of less used books/resources and also of new books.
- Bibliography on demand – Hard/soft copy form.
- Award to maximum user of library resources.
- Regular weeding out of material.
- Help students in selecting and searching information resources.
- Organise essay competition amongst students.
- Aggressive repetitive actions for maximum utilization of e-journals available under N-List programme of INFLIBNET, Training in maximum utilization of e-resources, etc.
- Provide CAS-SDI services to users using the

E-Journals and provide full text in E-form by e-mail etc.

- Provide vocational guidance to students.
- Make use of e-mail, SMS etc. for dissemination of information about new resources, overdue books, etc.
- Create library website/blog and library should uplink various websites related to education. Career oriented courses, competitive exam, etc. on library website.
- Use Blogs to save time
- Create database (in E-Form) of selected articles from journals.
- Try to provide virtual reference service through Internet.
- It is easy to do renewal of books via telephone, e-mail etc.

In conclusion, it is desirable that librarian must make maximum use of modern ICT facilities available. Librarian must work as an information intermediary and help in creating learning habits amongst students. Information hunger created by teachers must be satisfied by good library services.

(Condensed version of the talk given by Author Mr. P. C. Shah, during Quarterly Seminar of ADINET held at British Library, Ahmedabad on 27th April, 2013)

VALUE ADDED SERVICES BY LIBRARIANS

The first step to add value in corporate libraries and information services is creating awareness in today's knowledge economy where knowledge, skills and abilities are required integral components of an information professional's skills.

Unique opportunities are available to organizations that incorporate the expertise of institutions' people, process and priorities to improve their goals.

Information Professionals play crucial role in sharing information from print to digital format using different Social Networking Tools, Knowledge Management, Personalized Services, etc which can be conveniently accessed by the user community. Information Professionals retrieve information from the Internet. They play a crucial role in guiding users to access available information. Library professionals sort, assess, collate and package information to disseminate at right time to the right requestor.

There are different value added services in today's

scenario like providing personalized services, compiling Competitors Analysis, Helping to know Business Opportunities of organization, Contribution in Niche Areas, Comparing Balanced Score Card to know right picture of Library, provide research based services, collaborative services, Hosting different Events to promote Library services, increase awareness on copyright management, use of social networking and Knowledge Management tools in Libraries, providing Domain based services, defining Library Benchmarks, etc.

Library professionals should focus on all aspects in order to achieve this like Finances of Libraries, Team work to provide services, defining internal process, use of technology to satisfy today's users and last but not least should improve skills and competencies of team to provide good information services as expected by the user community.

In order to know performance of your team, goals should be defined as per services provided to the users. Also conduct User Satisfaction survey to know areas of improvement regularly. Conducting survey will not help unless you come out with proper action plan to bridge the gap between your services and user expectations. Once Action plan is defined it should be published to inform status to the users. This will ensure satisfaction level and increase faith of your users.

Making decisions based on fact is an operating principle that will allow loyal customers, informed executives and talented staff who support the information centre in their ongoing effort to add value. When these elements combine the organization succeeds and the corporate library continues its search for relevance and grows

Kina Khimani

Head-Ahmedabad Information Resource Centre,
Tata Consultancy Services

OPEN LIBRARY BOOK SEARCH - GOOGLE CHROME APPLICATION

Free Apps in Google Chrome "Open Library Book Search"

How to add this application

- (1) Go to Chrome webstore
- (2) Search "Open Library Book Search"
- (3) One time sign in is required to add this apps in Chrome
- (4) Over 1,000,000 free e-book titles available.
- (5) Restart the Chrome to see the Browser screen.

Contributed by Mr. Satish Deshpande, DAIICT