

# ADINET e-News Digest

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## Microsoft to design app for Indian govt's open online courses

Microsoft has been selected as the technical partner for HRD ministry's SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) platform that will launch 2,000 massive open online courses (MOOC) for over three crore students this year.

Sources said the technology giant will deploy a team of dedicated people to set up the state-of-the-art application for which Microsoft and All India Council of Technical Education has signed a deal of Rs 38 crore. Microsoft will be running the app for three years after which it will be taken over by AICTE.

Meanwhile, UGC (Credit Framework for online learning courses through SWAYAM) Regulation, 2016 has been finalised. As per the regulation, online courses shall be made available on SWAYAM platform by partner institution identified by the National MOOCs coordinator.

Twice each year, registrars of all the institutions will be given the list of online courses being offered in each semester. Physical facilities like laboratories, computer facilities, library etc, shall be made available for free by the parent institution.

A certificate upon successful completion of the MOOCs will be issued by the parent institution

and issued through the host institution.

The parent institution will give equivalent weightage to the students for the credits earned through courses through SWAYAM platform in the credit plan of the program.

"A student studying in Jharkhand can take a course in IIT, Bombay and the credit earned can be transferred to this marksheet. We are hopeful this will bring a new change in the education system," a senior official in the education ministry said.

**Source| <http://tech.economic.times.indiatimes.com/news/internet/microsoft-to-design-app-for-indian-govts-open-online-courses/52790346>**

## 5 WAYS TO Prepare For A Job Interview

Whether you're a fresher applying for your very first job or a mid-level manager moving to a different organisation or role, there are certain basic rules that apply when it comes to preparing for a job interview. ET's Brinda Dasgupta brings you tips on how to prepare for a job interview.

### 1. Research the Company

Take the time to go through the company website, and understand the culture of the organisation. The 'About Us' section sometimes contains a mission statement, which can offer crucial insights about what the company wants to accomplish. "Being

equipped with the right kind of information helps in building confidence," said Sonali De Sarker, director-HR, NetApp India.

## **2. Read the Job Description**

Companies are looking not only for people with the right qualifications for the job, but also the right cultural fit. "Be sure to thoroughly read the job description provided. If you're a fresher, or moving laterally to a different job role, or even changing industries, it is crucial that you understand what is expected of you," said Sarker. It would be prudent to check within your network in similar roles or fields, to get an idea of what the role would involve.

## **3. Think of Possible Tough Questions**

To avoid fumbling or being too vague with answers, research difficult questions the recruiter is likely to ask, and rehearse your replies. "Avoid sounding too practiced; remember the interviewers have probably heard it all before and, therefore, you need to display distinctive qualities you will bring to the table," said Pallavi Jha, chairperson, Dale Carnegie Training India.

## **4. Be Well-Versed with Your Resume**

It is a good idea to have clarity on your goals and have a mental list of points you want to get across

during the interview. "You can highlight points from your resume that stand out, some particular personality traits, or even a personal anecdote that demonstrates your strongest quality," said Jha.

## **5. Prepare Your Own Queries**

Interviews are a two-way street, so remember that just as the recruiter is trying to understand your fit for the role, you should also ensure that you get to know more about the organisation, group, project, or role. "Do have a set of questions beyond salary, leave policy, attendance, and working from home prepared," said Pankaj Khanna, VP-talent acquisition, Mindtree.

**Source | Economic Times | 17 June 2016**

## **Tata Sky launches education service for school children**

DTH player Tata Sky is looking to increase its user base by providing value added services (VAS) on its platform. Mostly branded as 'Active', the company has also added an educational service, Tata Sky Classroom, to its network. Tata Sky has tied up with group company Tata Classedge to provide educational content on television from standards 5 to 8 in mathematics and science streams.

According to Malay Dikshit, Chief Communications Officer, Tata Sky, 25-27 per cent of the company's 17 million-odd

connections use such VAS services (under Active).

**Source | Business Line | 17 June 2016**

### **The augmented classroom**

#### **Why not allow connectivity to enrich our knowledge even as we attend classroom lectures?**

It is an ongoing debate among college and university teachers: whether or not to allow digital devices in the classroom. The opinion is fairly evenly divided between those who believe that they are distractions and therefore should be banned, and those who believe that students who access the reading material on their tablets and laptops (and increasingly, on their smartphones) should be allowed to do so. I read about one professor who asked students to drop cellphones on a tray at the entrance of the class and pick them up on their way out.

I have been in conflict about this and I can't say I lean heavily one way or another; my approach has been to ask students not to use their phones for communication while in the class but recognise that they may want to refer to the texts we are discussing — and any measure that saves paper is welcome. I have never explicitly banned devices but do lay out expectations of attention and participation in class. By and large, this has worked.

Lately I've come to the realisation that, with certain rules in place,

having connected devices in the classroom can help one's learning experience. Of course, nosing around on social media is a complete no-no. These days, there is a lot of talk about virtual reality and augmented reality. The first is about simulating an experience and the second is about adding layers of information to a given object or situation (thus 'augmentation'). So what I am suggesting is the careful and limited use of the Internet to bring in new layers of information that can enrich the classroom experience. This is of course, only if the instructor already permits use of devices, or if you are able to convince her that it would be a good idea to do so, for the reasons that follow.

**Access Point | <http://pralhad-fyibrarian.blogspot.in/2016/10/the-augmented-classroom-why-not-allow.html>**

#### **This new tech could deliver a 1000x boost to digital memory speed @ T-Rays**

Using the almost magical properties of terahertz radiation, scientists are on the road to creating superfast RAM. You're probably well aware of what RAM is to a computer or a smartphone. It's that 'volatile' storage that is responsible for holding everything from the key components of the operating system to running programs. Besides the device processor, RAM is one of the most important links in the chain when it comes to the speed of the device--the faster the memory, the better it is able to multitask

and juggle the various running apps and programs.

Traditionally, an external electromagnetic field has been used to switch the states of the individual storage cells in RAM--this turning on and off is what determines the speed of the memory. Lately, Russian and European scientist have discovered a newer approach to trigger this switching using the far speedier terahertz radiation, otherwise known as 'T-rays'.

**DetailedInfo** | <http://pralhadfylibrarian.blogspot.in/2016/10/this-new-tech-could-deliver-1000x-boost.html>

### **Oxford University publishes sample questions for entrance exams**

**London** : The University of Oxford published a set of sample questions in an attempt to demystify its admissions process.

One of the world's most prestigious universities also released a video explaining how the interview for some of its most competitive courses works, reports PTI.

"Interviews will be an entirely new experience for most students, and we know many prospective applicants are already worried about being in an unfamiliar place and being questioned by people they have not met – so to help students to become familiar with the type of questions they might get asked

we release these real examples," said Dr Samina Khan, Oxford University's director of admissions and outreach.

**Detailed Access**  
| <http://pralhadfylibrarian.blogspot.in/2016/10/oxford-university-publishes-sample.html>

### **Students come up with model to bridge education gap**

**According to the Quikvitt team, the project involves only an initial cost for buying the OTG which does not require monthly subscription and can be plugged into a mobile phone.**

ACCESS TO Education remains a major challenge for children from the economically weaker sections of society even in urban areas. To bridge this gap, students of MET Institute of Management (IOM), Bandra, have proposed a feasible model that uses easily available and inexpensive technology.

During a competition organised by the Mumbai University, Team Quikvitt from MET had proposed to use Doordarshan's On-The-Go (OTG) device to bring 'education to the doorstep' of the urban poor. Their project on the theme 'Upliftment of the Urban Poor' won the Mumbai University New Initiative for Joint Action Now (MUNIJAN) competition. According to the Quikvitt team, the project involves only an initial cost for buying the OTG which does not require monthly

subscription and can be plugged into a mobile phone.

**Full Details Available**  
| <http://pralhadfyilibrarian.blogspot.in/2016/10/students-come-up-with-model-to-bridge.html>

### **Smartphones give new life to audiobooks**

Call it easy listening.

Audiobooks are finding a new audience, as listeners discover the ease and portability of downloading recorded versions of books onto their smartphones.

"Audiobooks are surging," says Amanda D'Acierno, publisher of Penguin Random House Audio, noting that the popularity of podcasts also is adding to interest in audiobooks.

The numbers tell the story:

**Full Coverage**  
| <http://pralhadfyilibrarian.blogspot.in/2016/10/smartphones-give-new-life-to-audiobooks.html>

### **Where are the libraries in schools?**

While many students may have enjoyed 'reading day' in their schools to celebrate the birth of Dr Kalam, not all of them were privileged enough thanks to a lack of libraries in schools

When schools are asked to celebrate Dr. APJ Abdul Kalam's birth anniversary by observing it as Vaachan Prerna Diwas or Reading Day, it would be nice (not to mention logical) if these

schools had a library. A 2015-2016 District Information System for Education (DISE) report of Elementary Education Trends shows that only 82.7% schools in India and 96% schools in Maharashtra have a library. DISE records, which also contain details like the number of classrooms, toilets, laboratories and libraries in schools, highlight that while many schools do not have libraries constructed by the school, those schools that do have libraries, do not have librarians to guide its students.

**Access Point** | <http://pralhadfyilibrarian.blogspot.in/2016/10/where-are-libraries-in-schools.html>

### **Digital assessment model for institutions coming soon @ team of experts has submitted a proposal on this to NITI Aayog**

Colleges and universities are likely to be digitally assessed for excellence in the near future. A team of experts has submitted a proposal on this to NITI Aayog recently.

The Digital Assessment Plan (DAP) has been submitted under the Atal Incubation Centre. It aims to move the current manual assessment of institutions and universities on education quality to a proposed digital e-assessment platform.

According to Prof A Rajagopal and Prof S V Subrahmanya, experts in digital assessment who have submitted the proposal, "The proposed framework will give an

indication on where an institution stands, with respect to other education quality frameworks such as Malcolm Baldrige National Quality Award, International Organisation for Standardisation, ABET model, (Accreditation Board for Engineering and Technology), NBA model of AICTE (National Board of Accreditation from the All India Council for Technical Education), and NAAC.”

**Further Reading**  
[|http://pralhadfyilibrarian.blogspot.in/2016/10/digital-assessment-model-for.html](http://pralhadfyilibrarian.blogspot.in/2016/10/digital-assessment-model-for.html)

### **India shows second highest growth in science research: Nature Index 2016 Rising Stars Report**

India is at the second position among countries with the highest increase in their contribution to high-quality scientific research, according to a new report which shows that the growth of research in the country is only behind China’s.

The institutions from India among the top 100 highest performers across the globe include Council for Scientific and Industrial Research (CSIR), Indian Institute of Science Education and Research (IISER), Tata Institute of Fundamental Research (TIFR), Indian Institute of Science (IISc) and Indian Institutes of Technology (IITs).

While India made its mark, Chinese institutions are leading the world in rapidly increasing high-quality research outputs,

according to the Nature Index 2016 Rising Stars report.

**Access Point** | <http://pralhadfyilibrarian.blogspot.in/2016/10/india-shows-second-highest-growth-in.html>

### **False Copyright Website**

It has come to the notice of the Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry that a website [www.copyright.in](http://www.copyright.in) is creating a false impression that it is the official website of the copyright registration office in India and inviting applications for protection of the various works i.e. literary, artistic, dramatic, musical, sound recording and cinematographic films along with its evidences. This claim is totally fraudulent and creating confusion among general public.

DIPP and Copyright Office have no relation with this website. Hence, all concerned are advised that they should not make any payment or submit application forms on-line or otherwise take any service relating to copyright registration or any other activity relating to copyright through this website. DIPP or Copyright Office will not be responsible for any damages or loss in this regard.

The authorised and authentic copyright office website is [www.copyright.gov.in](http://www.copyright.gov.in). For any copyright registration and other related issues on copyright, only this official website should be used. The matter has already

been referred to the concerned Ministries to block the fake website i.e. [www.copyright.in](http://www.copyright.in) and initiate legal action.

**Source | [www.pib.nic.in](http://www.pib.nic.in)**

### **EBSCO and Stacks Inc. Announce the Release of Stacks – a User-Focused Web Platform that Creates the Best Library Experience Possible**

~ Stacks Makes the Library Experience Relevant, Responsive and Robust ~

**IPSWICH, Mass. — September 22, 2016** — Libraries can now change the look and feel of their websites instantly with the release of [Stacks](#), a hosted, turnkey web content management system designed specifically for libraries. Stacks is available through [EBSCO Information Services](#) (EBSCO), empowering libraries to engage their patrons anytime, anywhere.

With Stacks customizable themes, configurable drag-and-drop layouts, social media integrations, granular user roles and multi-language support for more than 60 languages, libraries are now able to create online content with ease. Stacks allows libraries to market programs and services, manage event registrations and room bookings, conduct surveys and polls and create research guides. It also enables libraries to surface all of their collections and provide the best possible search and discovery experience and more—all within one easy-to-use,

dashboard-driven, responsive platform.

Stacks supports all external catalogs and a contemporary bento-box style search that enables each library to create a tailored search experience. Deep integrations with Cover Art, Review and Recommendation providers, Integrated Library Systems, Google Places and many more are easy to configure and provide a rich and meaningful experience with every digital library visit.

Built on user experience best practices and industry-leading mobile-first philosophies, Stacks makes creating intuitive designs, engaging content and world-class digital library experiences simple. Stacks is optimized for best-in-class performance and is sustainable with an annual subscription model covering updates, security, maintenance and ongoing support.

Another way that Stacks helps to create the best library experience for patrons is that it integrates with [EBSCO Discovery Service™](#) (EDS). EBSCO Senior Vice President, Business Development & Strategy Mark Herrick, says this allows libraries to provide the ultimate research experience. “EBSCO has always worked toward giving the user the best possible search experience and the deep integration between EDS and Stacks aligns with that goal, bringing the most comprehensive collection of resources together

with a library's local content for a seamless user experience."

Libraries also have the option to go mobile with Stacks Mobile, a native mobile app(s) for iOS and Android. To learn more about Stacks and Stacks Mobile visit: [www.stacksdiscovery.com](http://www.stacksdiscovery.com)

## 7 Top Tools For Content Creators

Content creation is one of the most vital aspects of digital marketing – posting content that will inform, interest and amuse your online audience so that you're one of the first places they turn to when they go online. This means creating content of a consistently good quality on a continual basis. That's a pretty tall order, even for the most imaginative of digital marketers. The biggest challenge faced by B2B content marketers is producing enough content, closely followed by producing the type of content that engages the target audience.

I listed **25 content creation ideas** that business bloggers can use when they run out of ideas for attention-grabbing new content. But besides ideas you need *more* to create content *better*.

Most professionals use a toolkit of some type or another and that's just as true for content creators. Today we're looking at some of the most useful content creation tools that you could add to your content creation toolkit, including

some tools that will help you to post some great visual content – we all know that images, GIFs and videos pack a powerful punch when it comes to getting the marketing message across.

**Access Point | <http://pralhad-fyibrarian.blogspot.in/2016/10/7-top-tools-for-content-creators.html>**

**Falling Short of Their Profession's Needs : In recent decades, library and information studies have focused on the information that libraries provide, shortchanging other key roles they play, writes Wayne A. Wiegand.**

There is no holy book in which God tells us what libraries should be. Over the centuries, the contours of library services and collections have instead been mediated by humans, including founders, funders, managers and -- surprise, surprise -- users. That's the conclusion I came to after researching and writing *Part of Our Lives: A People's History of the American Public Library*. In it, I trace the history of this ubiquitous institution, largely by listening to the voices of those who have used libraries since the mid-19th century, to identify reasons why it has been loved for generations.

As I analyzed the data, I was surprised at how quickly those reasons organized into three broad categories. People have loved their libraries for: (1) the

useful information they made accessible, (2) the transformative potential of commonplace reading they circulated and (3) the public spaces they provided. Examples abound.

**Detailed Information**  
| <http://pralhad-fyibrarian.blogspot.in/2016/10/falling-short-of-their-professions.html>

### **A library kindles students' interest in e-readers**

#### **Visitors to Vizianagaram library get to use 20 gadgets**

Libraries in Vizianagaram and Srikakulam are attracting visitors in droves, as job-hunting candidates prepare for tests and interviews advertised by government, banks and public sector organisations.

At Gurajada Library in Vizianagaram, there is an added attraction for those doing such intensive preparation: Kindle e-readers with downloaded books and resource material.

The Andhra Pradesh government recently supplied 20 Kindle e-readers to Gurajada Library to help candidates prepare for job recruitments using books and other literature. Union Minister for Civil Aviation P. Ashok Gajapati Raju sponsored the devices using his MP Local Area Development Fund. E-readers can store a large number of books, offering a wide choice.

To many of the aspirants, the APPSC notification for Group-A,

Group-2 posts is a challenge and they spend over 8 hours in libraries for study and data collection using both books and the internet. The government then decided to try out the e-readers to help candidates access the most relevant material readily.

Pre-downloaded books

In the normal course, the aspirants would spend considerable time on the Internet to locate and collect the literature. That task has already been handled by the library, and they have taken to the e-readers readily. The gadgets also make reading easier since the display is in black and white.

Looking at the response, the authorities say they plan to supply e-readers to all libraries in a phased manner. "We may get a concession for bulk orders, as each gadget costs around Rs. 6,000," said Gurajada Memorial Vizianagaram District Library secretary K. Kumar Raja.

**Source | <http://www.thehindu.com/news/national/andhra-pradesh/a-library-kindles-students-interest-in-e-readers/article9>**

### **MedicPresents.com Announces the Launch of a New Digital Library for Healthcare Professionals**

**New Delhi:** A free professional account on this social-professional platform will offer access to free downloadable medical presentations, documents along

with a free digital marketing toolkit for medics, helping to meet the changing needs of the global healthcare sector.

MedicPresents.com Announces the Launch of a new digital library for medics, in a Bid to Meet the Demand for a New Voice in the Healthcare Sector. Over the last decade, billions of dollars have been spent in creating ICT solutions for the healthcare industry. However, the new web portal is designed to keep busy healthcare professionals up to date with the latest developments in the healthcare industry.

MedicPresents.com is aimed at people, working in the medical and healthcare sector, including healthcare professionals, researchers, students and managers. The website uses key technologies to help communicate clinical information, simplify health care delivery, improve the quality of health care, and support delivery of health care at a distance. Topics covered include healthcare, research, reports, technical and clinical issues, delivered via medical presentations and medical documents.

Abhishek Singh, founder of MedicPresents.com said: "MedicPresents.com is designed to offer a niche social-professional platform for medics, allowing them to host and view various types of medical communications in the form of presentations and documents. On top of everything, the platform offers worldwide

medics an opportunity to showcase themselves to the world in the most organized way."

Abhishek further added: "MedicPresents.com is an effort to provide a level of co-operation and discussion between healthcare professionals via medical presentations and medical documents needed to advance ideas, improve clinical practices and highlight studies and developments."

"I would like to see MedicPresents.com develop into an extension of the process of medical presentations and medical notes/documents in an online environment. This goes well with your professional account on an engaged website," he states.

MedicPresents.com's content, tools and services will begin a phased rollout across categories with a full implementation expected by the end of the year. The platform intends to work with organizations in healthcare to create and market unique advertising, commerce and programming which will ultimately help online consumers.

**Source| <http://www.thehansindia.com/posts/index/Health/2016-09-20/MedicPresentscom-Announces-the-Launch-of-a-New-Digital-Library-for-Healthcare-Professionals/254855>**

Information for this issue has been provided by Mr.Pralhad Jadhav, Senior Librarian Khaitan & Co. Mumbai.