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FROM

PUBLISHER'S DESK

Dear Friends

The Librarians Day Seminar on "User Oriented Quality Services in Libraries" was held in the month of August. The need and importance of this topic is well known. Owing to the introduction of ICT, over the years we have seen the changing face of libraries. Providing quality services with the help of ICT, Librarians have indeed become "Masters of the Info Universe". This Newsletter contains a Report of this Seminar.

Based on the analytico-synthetic or faceted classification system developed by Dr. S. R. Ranganathan and helped by the Indian Statistical Institute; European Scientists have come up with a revolutionary new search technology. Only the future will determine how effective this new way of searching will be.

Librarians' Day Seminar 2012 A Report

On the occasion of 120th birth Anniversary of Dr. S. R. Ranganathan, Father of Library Science in India, a Seminar on "User Oriented Quality Services in 21st Century Libraries" was jointly organized by Ahmedabad Library Network (ADINET), Information and Library Network (INFLIBNET) and Ahmedabad Management Association (AMA) on Saturday, August 11, 2012, at H. T. Parekh Convention Center, AMA, Ahmedabad. Over 250 Library and Information Science (LIS) professionals and students, from all over Gujarat, participated in this Seminar and got engaged in active discussion on the sub-themes of the Seminar viz. Emerging Trends,

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Innovative Services, Collaborative Initiatives, Enhancing LIS Skills and Info-Literacy Programs. A new website of ADINET was launched and a book of seminar papers was also released on this occasion.

Inaugural Session:

After registration and high-tea, the inauguration ceremony commenced with an invocation of Goddess Saraswati by Ms. Swadha Majmudar, Former Librarian, NID, Ahmedabad. Ms. Rhoda Bharucha, Hon. Director, ADINET, then welcomed and introduced the eminent dignitaries present on the dais. She also gave a brief introduction of ADINET and the activities carried out by the network. During her speech, she informed about the theme of the Seminar and conveyed her special thanks to Mr. Bhavesh Patel of INFLIBNET for designing ADINET's new website.

Lighting of the lamp by the chief guest Dr. Nagesh Rao, Director, MICA, Ahmedabad and other distinguished guests on the dais marked the formal beginning of the Seminar which was followed by the launching of ADINET's new website by Dr. Nagesh Rao.

In his inaugural address, Dr. Nagesh Rao admired the contribution of libraries and librarians in his life. He talked about the role of libraries in society, and discussed about the challenges that the present generation LIS professionals are facing. He discussed in depth about various issues like rapidly changing technology, challenges in resource sharing, worries regarding decreasing footfalls in libraries, concerns regarding plagiarism, environmental issues involved in publishing, and need to enhance marketing strategies for information products and services. He emphasized on the importance of the user needs saying that every single query from the user should be attended and the expectations of the users should be kept in mind while providing information services to them.

In his address, Dr. H. Anil Kumar, Librarian, IIMA, recalled the invaluable contribution of Dr. S. R. Ranganathan in the field of Library and Information Science. He visualized libraries being nodal centers of learning in the society through partnering actively in research and educational activities. According to him, the need of the hour is to provide customized services, rather than services to the mass. He also stated that LIS professionals should be ethical and honest in performing their duties towards the society. In addition, they should have accountability for the resources available. He emphasized that libraries are essential for the progress of our nation.



Lighting the Lamps

During his keynote address, Dr. Sunil Shukla, Chief Faculty and Chairperson P G Programme, EDII, Gandhinagar, acknowledged the significant role of libraries and librarians in the society. He stated that LIS professionals need to be aware of the changes taking place around them to be able to adapt new methods to cope with the changes. He was also of the opinion that a balance needs to be maintained between technology and libraries. He advocated that LIS professionals should possess the qualities of a good teacher as well as a human resource manager in order to provide better services to their users. He also suggested that there should be some kind of accreditation of the libraries and information centers through bodies like ADINET and INFLIBNET. He ended his talk by extending an invitation to ADINET for organizing a seminar in his reputed institute.

At the end of the inaugural ceremony, Mr. Satish Deshpande, Head, Resource Centre, DA-IICT, Gandhinagar, proposed a vote of thanks to all the dignitaries, invited guests, AMA and INFLIBNET for their support, sponsors and advertisers, authors of the papers, chairpersons and rapporteurs of the technical sessions, all volunteers, Swadhaben for invocation, Renukaben for anchoring the event, and all the participants for making this Seminar a success.

Technical Session- I

The themes of the first technical session, chaired by Mr. Satish Deshpande, were Emerging Trends, Enhancing LIS Skills and Info-Literacy Programs. Three technical and two commercial presentations along with a presentation from ADINET took place during this session.

The first paper titled 'Research to Enhance LIS Skills' was by Dr. Nishtha Anilkumar, Librarian, PRL, Ahmedabad. The paper highlighted the importance of research in LIS, research trends in LIS Schools in India and potential topics in which research could be carried out. She also explained the procedure to carry out research and write a thesis thereafter by giving an example of her own doctoral study.

The second paper titled 'Enhancing Quality of School Library Services: Application of Kaizen' was presented by Ms. Rashmi T. Kumbar, Librarian, Adani Vidya Mandir, Ahmedabad. In her paper, Ms Kumbar elaborated the need for quality user services and benchmarking of user services in LIS field. She introduced the audience with the concept of Kaizen, and its application in LIS. Kaizen is a Japanese term, which stands for "continuous improvement", or "change for the better". She explained how this concept can be implemented in libraries, and how it has already been implemented successfully in Adani Vidya Mandir.



Inauguration of the Seminar

Next in the series was the paper titled 'Information Literacy: An Overview of Information Literacy Programs at IPR' by Ms. Pragnya. J. Pathak, Librarian - SG, and Mr. S. Shravan Kumar of Institute for Plasma Research (IPR), Gandhinagar. The presentation dealt with the need and importance of information literacy at every stage in life, and its benefits to various communities of the society. Mr. Shravan Kumar discussed the core model of SCOUNL (Society of College, National and University Libraries, UK), which explains the concepts like information handling, information skills, data curation and data organization. He also discussed the various initiatives taken by Central and State governments in India for improving information literacy. He discussed the role of librarians in promoting information literacy and provided an overview of Information Literacy Programs conducted by IPR Library.

Apart from these technical presentations, there were two commercial presentations in the first session. Mr. Sameer Jangam of **Sage Publications India Pvt. Ltd.** provided information about Sage Knowledge and the disciplines covered by Sage Knowledge while talking about print and electronic resources. He also gave an overview of Sage Research Methods (SRM). Mr. Vinod Kaw from Elsevier Ltd. gave an overview of their recently launched product, SciVal Funding. SciVal

Funding comprehensively covers research funding information, information on funding agencies, and grants available for research purposes in various countries of the world.

Mr. Bhavesh Patel of INFLIBNET, who has designed the ADINET's new website, gave a brief presentation on the new website. While explaining the features of the website, he specifically showed the audience the various resources available on the website and the different useful links provided. He also informed that an online Discussion Forum will soon be incorporated on this website.

The session concluded with a small question-answer session, where the inquisitive audience cleared their doubts on different topics discussed. Mr. Satish Deshpande then summed up the whole session discussing the papers presented during the session, and shared his views regarding the same.

Technical Session II

Innovative Services and Collaborative Initiatives in 21st Century Libraries were the themes of the post lunch technical session chaired by Prof. Urmila Thaker, Professor & Head, PG Dept. of LIS,

SP University, Vallabh Vidyanagar. This session comprised of presentations of three technical papers and a talk by Dr. T. S. Kumbar, Librarian, IIT Gandhinagar.

The first paper 'Initiatives for Innovative Information Services' was by Ms. Shweta Shroff, Former Library & Information Services Officer, Centre for Environment Education (CEE), Ahmedabad. In her paper, she discussed the need of innovation in LIS. According to her, innovation in a service is needed in order to achieve greater user satisfaction. She shared with the audience a few prominent initiatives for innovative LIS throughout the world. Through her presentation, she made the LIS professionals aware about some awards introduced especially for innovative information services in various parts of the world. She also recommended that some concrete measures should be initiated in India to document as well as reward the initiatives for innovative information services.

The next paper in the series was 'IIM Library Consortium: do we have a success story to tell?' by Mr. Mallikarjun Dora, Professional Assistant, IIMA Library and Dr. H. Anil Kumar, Librarian, IIMA. The presentation provided a brief account of different types of consortia existing in India, their constituent members, sources of fund as well as the e-resources covered by them. Mr. Dora discussed in depth about the IIM Library Consortium, its formation, coverage and its salient features. He also discussed the points like cost benefit analysis, and licensing policy that should be considered while negotiating during the formation of a consortium.

The next paper 'Smart Partnership - Collaborative Initiative' was focused on the concept of cooperation and resource sharing between libraries. Mr. Jitendra B. Parmar, Librarian of Shree Narayana College of Commerce, Ahmedabad, in his presentation, highlighted the importance of resource sharing and as such the need of smart partnership among the libraries. He discussed the prerequisites of smart partnership, different smart partnership initiatives by libraries, and

the challenges faced by the libraries in this regard.

The chairperson Prof. Urmila Thaker conducted a question-answer session for all the presentations where the audience interacted freely with the speakers and cleared their doubts. Prof. Thaker also shared her views regarding the presentations and mentioned that librarians should cooperate to work together for achieving goals, and should adapt standards to measure quality of the services provided to the library users.

The final presentation of the seminar was on Qualities of Next Generation Librarian (NGL) by Dr. T. S. Kumbar, Librarian, IIT Gandhinagar. The talk was based upon the article "In the spirit of Benjamin Franklin: 13 virtues of the next-gen librarian" by Andy Burkhardt, Catherine R. Johnson, and Carissa Tomlinson published in College and Research Libraries News. The great scientist and inventor Benjamin Franklin developed a system of 13 virtues that were personally important, and he worked to improve himself by strictly following these virtues. Dr. Kumbar informed that on the basis of these 13 virtues, Andy Burkhardt developed a set of 13 qualities that LIS professionals should imbibe within themselves in order to serve the profession in a better way. The qualities discussed by him were Courage, Flexibility, Service Oriented, Balance, Collegiality, Curiosity, Creativity, Thoughtfulness, Playfulness, Collaborative, Directions, Passionate and Assertiveness.

Dr. Shailesh Yagnik, **Head, Library & Information Service, KEIC, MICA, Ahmedabad**, was kind enough to conclude the complete proceedings of the Seminar with his observations and invaluable suggestions.

The major recommendations to ADINET that came up during the presentations of eminent authors who contributed their papers as well as open discussions during this Librarians' Day Seminar 2012 that are agreed upon by the LIS professionals in the house are:

1. Develop a model for assessing user satisfaction in libraries
2. Identify and document best practices and benchmarking for quality information service to users.
3. Identify ideal skill-set and conduct training programs for LIS professionals
4. Establish a Gujarat wide consortium for libraries
5. Ensure effective resource sharing and networking among libraries in Gujarat
6. Develop ROI models for different sectors of libraries in Gujarat
7. Initiate concrete measures to document and reward innovative information services in Gujarat
8. Conduct info-literacy programs in Gujarat
9. Initiate R & D to introduce new information services by various types of libraries in Gujarat

At the end of the Seminar, Mr. Satish Deshpande proposed a vote of thanks to all the contributors of papers as well as the participants. He also thanked Mr. Rajkumar and Mr. Shraavan Kumar for taking photographs of the special moments of this Seminar. Special thanks were also conveyed to Allied Publishers ,

Subscription Agency (APSA), **Sage Publications India Pvt. Ltd.**, Elsevier Ltd., and all other supporters and advertisers. The seminar ended with the determination of working continuously for the betterment of LIS profession and achieving higher goals.

[Report prepared by the Seminar rapporteurs, Ms. Shweta Shroff and Ms. Shilpa Khandker]

A NEW WAY OF SEARCHING

Inspired by a system for categorising books proposed by an Indian librarian more than 50 years ago, a team of EU-funded researchers has developed a new kind of Internet search that takes into account factors such as opinion, bias, context, time and location. The new technology, which could soon be in use commercially, can display trends in public opinion about a topic, company or person over time -and it can even be used to predict the future.

"If you search for 'climate' on Google or another search engine, what you will get is basically a list of results featuring that word: there's no categorisation, no specific order, no context. Current search engines do not take into account factors such as when the information was published, if there is a bias inherent in the content and structure, who published it and when," says Fausto Giunchiglia, a professor of computer science at the University of Trento in Italy.

But can search technology be enabled to identify and embrace diversity? Can a search engine tell you, for example, how public opinion about climate change has turned over the last decade? Or how hot the weather will be a century from now, by aggregating current and past estimates from different sources? Now it seems it can, thanks to a pioneering combination of modern science and a decades-old classification method, brought together by European researchers in the Living Knowledge project. The team, co-ordinated by Giunchiglia, adopted a multidisciplinary approach to developing new search technology, drawing on fields as diverse as computer science, social science, semiotics and library science.

In fact, the father of library science Dr. Ranganathan, an Indian librarian, served as a source of inspiration. In the 1920s and 1930s, Ranganathan developed the first major analytico-synthetic, or faceted, classification system. Using this approach, objects -books, in the case of Ranganathan; web and database content, in the case of the Living Knowledge team are assigned multiple characteristics and attributes (facets), enabling the classification to be ordered in multiple ways, rather than in a single, predetermined, taxonomic order. Using the system, an article about the effects on agriculture of climate change written in Norway in 1990 might be classified as "Geography; Climate; Climate change; Agriculture; Research; Norway; 1990."

In order to understand the classification system better and implement it in search engine technology, the researchers turned to the Indian Statistical Institute, a

project partner, which uses faceted classification on a daily basis.

"Using their knowledge, we were able to turn Ranganathan's pseudoalgorithm into a computer algorithm. The computer scientists were able to use it to mine data from the web, extract its meaning and context, assign facets to it, and use these to structure the information based on the dimensions of diversity," Giunchiglia says. Researchers at the University of Pavia in Italy, another partner, drew on their expertise in extracting meaning from web content - not just from text and multimedia content, but also from the way the information is structured -in order to infer bias and opinions, adding another facet to the data.

The technology was implemented in a test-bed, now available as open source software, and used for trials based around two intriguing application scenarios.

The Austrian social research institute SORA used the system to identify social trends and monitor public opinion. Used for media content analysis, the system could help a company understand the impact of a new advertising campaign, show how it has affected brand recognition over time and which social groups have been most receptive. Alternatively, a government might use the system to gauge public opinion about a new policy, or a politician could use it to respond in the most publicly acceptable way to a rival candidate's claims.

With Barcelona Media, a nonprofit research foundation supported by Yahoo!, and the Netherlands based Internet Memory Foundation, the scientists looked not only at current and past trends but extrapolated them and drew on forecasts extracted from existing data to try to predict the future. Their Future Predictor application is able to make searches based on questions such as "What will oil prices be in 2050?" or "How much will global temperatures rise over the next 100 years?" and find relevant information and forecasts from today's web. For example, a search for the year 2034 turns up "space travel" as the most relevant topic indexed in today's news.

"More immediately, this application can detect trends even before these become apparent," Giunchiglia explains.

He points out that Google fundamentally changed the world by providing everyone with access to much of the world's information. Currently, only humans can understand the meaning of all that data, so much so that information overload is a common problem. As we move into the age of big data, the meaning of the vast quantity of information needs to be understandable not just to humans but also to machines. The Living Knowledge approach addresses that problem.

"The future will be all about big data -we can't say whether it will be good or bad, but it will certainly be different," says Giunchiglia.

Armed with the project's Future Predictor, Giunchiglia is well equipped to make that prediction.

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