ADINET e-News Digest

No. 41

February 2018

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Librarians' Day 2018

ADINET in collaboration with MICA, will be conducting a Seminar on 25th August 2018 at MICA, Ahmedabad.

The Seminar theme is: Start-up India and Role of Libraries.

21st century India boasts of remarkable initiatives that can catapult the economy of the country to the ranks of the developed countries and one such initiative is developing and nurturing the Indian Start-up ecosystem.

More than 10,000 technological, startups now exist in India. The Government provides many schemes, funds, policy and institutional support to encourage Start-ups in the country.

The involvement of premier institutions in the Start-up activities includes establishing entrepreneurship cells and technology incubators. This calls for a proactive role for libraries to actively participate in this movement and provide information support.

Dynamic Libraries can play an active role in transforming the Indian society into an enterprising one by providing learning spaces, maker spaces, access to Internet, access to numerous subscribed and free online resources and many more services. Hence it would be useful that various Start-up schemes should be linked with libraries so that they provide crucial information support for Start-ups.

Sub-theme 1. Resources Required to Support Start-up India

Resources required for startups may include Market Research Reports, Directories of Mentors, Investors, Incubators, industry information, product reports, learning resources on

ideating, marketing, finance, networking, legal, strategy, case studies, and so on. Libraries can also develop local subject expert banks and database of various government schemes supporting entrepreneurship and contact details. Libraries can think developina local information resources in addition to providing access to international information resources.

Sub-theme 2. Essential Skills & Competencies of LIS Professionals to Support Start-up India

The skills and competencies of LIS Professionals need a total relook in serving the information needs of startups in India. Digital literacy, information analysis and repackaging, communication researching, (written and oral), networking, marketing, and so on are some of the skills essential and competencies needed by LIS Professionals to make meaningful contribution to Start-up India movement.

Sub-theme 3.Types of Services Libraries can provide for Start-ups

Libraries need to develop innovative services that are needed by startups like makerspaces, developing relevant information products and services, virtual reference services, topical displays, meet the mentors, compiling startup trends, etc. Special services like information literacy sessions for entrepreneurs, effective searching of databases, identifying relevant information resources, networking with other special libraries are important.

Please do attend this Seminar, submit your papers, send us your Registration Form ASAP

Time Management Leads to Happiness

Time is the currency of life. But unlike money we cannot make more. We can however make maximum use of each and every second. We need to pay more attention to how we spend our time. Our happiness does not depend much upon the activity we do, but upon the quality of our mental focus in the moment. Research has shown that we are less happy when we indulge in mind wandering.

We are more happy and productive when we are able to enter the flow experience state—an of concentration that requires our complete attention due to difficulty. This is more likely to happen when we are at the office: we often derive more enjoyment from work than from time off, due to the fact that we feel "skillful, and challenged, and therefore feel more strong, creative satisfied." It's not because work is inherently better, but it is wellstructured.

We do not know how to become & remain happy from one moment to the next. We keep postponing happiness. We tell ourselves that we'll be happy when we finish our studies, after we get a good job, after we win the lottery, always after we achieve something; not understanding that after winning the lottery & the money is in the bank, we'll be just as unhappy as before if we allow our minds to wander.

Mrs Melli O'Brien in the Art of Mindful Living tells us **How to Enter the Flow State or the State of Mindfulness.**

Sometimes we lose ourselves in our work, so much that we lose track of time. When we are consumed by a task like that, then it is called the Flow State.

Try this. Choose one thing that is a routine daily activity and make it into karma yoga —your mindfulness practice. Make it something simple like brushing your teeth, or walking up or down the stairs.

Step 1. Before you begin the activity, pause, then, take three deep slow conscious breaths. Let the mind be fully engaged in the breath for that time and nothing else.

Step 2. Focus all of your attention in the present moment. Pretend for the moment that past and future do not exist. Take awareness to your sense perceptions. Be fully present in the now.

Step 3. Slowly, with deliberate movements, go about your activity. Make it into a meditative practice but with an intensity of focus.

Step 4. Remain alert and keep the mind fully attentive to what you are doing in that moment only— not allowing it to slip off into unconscious mind chatter. You will find that the activity 'comes alive' when you practice it with mindfulness. If your mind does slip off into 'autopilot' simply guide it back to being intensely engaged in what your doing.

Practicing in this way immediately makes what was previously just a routine chore into a deeply satisfying and enjoyable moment.

Can you challenge yourself to stay fully 'present' for the entire activity?

Over time you can bring flow into more activities during your day. This is a

great way to cultivate true happiness and peace in daily life without changing anything at all on the external level of your life. It's a great way to come to the realization that there are no ordinary moments. Every moment of life is a sacred gift and through the art of mindful living, through moving into flow, we can live every moment to its fullest.

high level of awareness is important so that when we are in the flow state, we know it. With selfawareness, we can interact with the world to sustain it, as we ignore the ringing of phones or the alerts from tablets because we are "Flowing." People with good time management skills can get into these states as often as they want. They aren't distracted by all the other stuff they could be doing, as they know it is all being properly managed. This takes practice if it is to be implemented at work or at play, but in the end, it could give us exactly Csikszentmihalvi Killingsworth predicted in their research: more happiness.

You Can Learn over 83 Languages through This New Portal @ Bharatavani portal

The portal aims to document India's languages, encouraging people to learn and speak in their mother tongues and gives endangered languages much-needed online visibility.

In a country which boasts of an estimated 1,500 languages, the Bharatavani portal comes blessing in disguise, allowing people around to world to access several monolingual and multilingual dictionaries along with other language resources for over 83 Indian

languages, and is currently expanding to include more!

The Bharatavani portal, which was launched by the Ministry of HRD in 2016 became India's biggest online of dictionaries. repository Conceptualised and managed by the Central Institute for Indian Languages, website's languages Mvsuru. the range from the lesser known Zeme, which is one amongst 191 Indian languages to be "endangered" according to UNESCO, to the more common Urdu.

The portal aims to document India's languages, encouraging people to learn and speak in their mother tongues, and gives endangered languages much-needed online visibility.

As part of this effort, it has included several rare languages that are spoken by only a small percentage of the Indian population, including Khasi, Garo, Ho, and Yimchungre. Experts across various languages have also been roped in to ensure the accuracy of the content, and the website includes several multimedia resources such as instructional videos, historical facts based on each language, and even in-depth research papers.

Source https://www.thebetterindia.com/124163/learning-language/

Online education provides access to more students

Mind is not a tank which needs filing but needs ignition, this was the essence of an education session held at the Global Partnership Summit.

The session on 'Disrupting Learning: Alternative Education' system brought

together experts on education • both online and offline mode on a single platform. They discussed the need for inculcating new skills in a child right at the young age, while some talked about importance of online medium and doing away with physical form of education.

Source | Daily News Analysis | 14th December 2017

Techtonic @ Have you tried E-Books

Many booklovers swear by the romantic notion of holding and reading hardcover or paperback, arguments that they enjoy the feel of well-worn pages, and the smell of books. Still, digital books - or e-books - have their own advantages: you can carry hundreds of such titles on a single device: these are easily available and more economically priced in most cases; you save on physical storage space; plus you get access to hundreds of titles for free. So if you love reading, you might want to give e-books a shot...

Source | Times of India 16th December 2017

Seven tips to help your child learn to read

Here are top survival tips by writers for parents to improve their children's reading skills

Source | Times of India 17th December 2017

Advertisers can use your browser's password manager to steal data

Third-party scripts are capable of exploiting browser's login manager

to access user identifiers without their knowledge

Disable the browser's password manager

The researchers have called on Microsoft, Google and Mozilla to implement a solution quickly, but if you're worried, you can switch off your browser's password manager in the meantime.

Source | Economic Times | 9th January 2018

Future Focus 2018: The New Machine Rules

The transformative impact of Voice, AI, and Machine Learning

Building on iProspect's 2017 research looking at business growth in the digital economy, the 2018 Future Focus whitepaper discusses the new machine rules, including:

Enhance	Cus	stomer	
Experience	: closing the	gap b	etween
consumer reality.	expectation	and	brand

- Digital Assistants are the New Gatekeepers: the dynamic between brands and digital assistants.
- ☐ Al & Machine Learning Transform Marketing: the powerful impact that can be unlocked by brands who have effectively leveraged joint human and machines strategies.
- ☐ Commerce Everywhere: the shrinking distance between inspiration and conversion, and the shift from

discovery to transaction.

☐ The Rise of Amazon, the Everything Store: mastering the new marketplace to stand out.

Future Focus: The New Machine Rules outlines 2018 priorities, highlights key trends, and, most importantly, provides actionable takeaways brands need to succeed in the digital transformation that lies ahead.

Download Link

| https://www.iprospect.com/en/glob al/insights/whitepapers/futurefocus-2018/#download

Novel idea: A library inside a BMC garden

Mumbai's first such open library will be set up at a cost of Rs 13 lakh in Parel

Source | Mumbai Mirror 20th December 2017

Digital Devices @ Effects on EYES

An increasing use of digital devices is leading to common conditions like dry eyes and Computer Vision Syndrome (CVS) which can cause headaches, itchiness, blurred vision, neck or shoulder pain and even burning and redness in the eyes

Source | Mumbai Mirror 20th December 2017

Guidance @ How to Reduce Exposure to Radiofrequency Energy from Cell Phones

The study explains that the electromagnetic radiation increases

when talking on the phone, downloading files, when a signal is low, or when in a fast-moving vehicle.

Available

@ https://www.cdph.ca.gov/Progra ms/CCDPHP/DEODC/EHIB/CDPH%2 0Document%20Library/Cell-Phone-Guidance.pdf

Cell phone Radiation: How to stay safe from ill-effects

As smart phone use is increasing dramatically in the recent years, including among children and young adults, the California Department of Public Health last week released a public warning to reduce the cell phone radiation exposure and health risk.

Source | Asian Age | 20th December 2017

Ten Reasons Libraries Are Still Better Than the Internet

"Thanks to the internet, we no longer need libraries or librarians." You most likely hear some variation on that theme pretty regularly.

Sixteen years ago, American Libraries published Mark Y. Herring's essay "Ten Reasons Why the Internet Is No Substitute for a Library" (April has improved Technology 2001). exponentially since then—social media didn't even exist yet. But even the smartest phone's intelligence is limited by paywalls, Twitter trolls, fake news, and other hazards of online life. Here reasons whv libraries are still better than the internet.

 Libraries are safer spaces. The internet brings people together, often in enjoyable and productive ways, such as over

- shared interests or common challenges (online support groups). But cyberbullying and trolling can leave people reluctant to engage with folks they disagree with or to share their ideas in the first place. Libraries are places where people can gather constructively and all are welcome.
- Libraries respect history. Web pages are ephemeral, and <u>link</u> rot is a real problem. The content of library collections is much more stable.
- 3. Librarians digitize influential primary sources. While looking at historical artifacts is valuable. repeated physical handling can them. Making damage digital versions of important works available online—as in the National Library of Medicine's Turning the Pages project—is one solution. Librarians are using the emerging technology of the internet to further the timeless mission of providing better access to information. The internet is the platform that enables this progress, but librarians are doing the work.
- 4. Librarians leaders are in increasing online access to scholarly information. The open access movement makes scholarly articles available to all readers online. and librarians have been strong advocates of the movement for more than a decade.
- 5. Librarians **publishers.** Scholarly publishers still provide the journals and books that researchers develop. librarians have joined these efforts becoming publishers themselves. New librarian-led publishing initiatives take full advantage of the web and generally make new work available on an open access basis. One example of library publishing, which

- is common in academic libraries, is the institutional repository.
- 6. Libraries host makerspaces. Given that makerspaces provide venues for creativity, learning, and community, it only makes sense that libraries The champion them. movement has grown rapidly—in 2016 there were 14 times as many makerspaces as in 2006. Both public and academic libraries host makerspaces. You can learn about makerspaces online, of course. But to visit one you have to venture into the physical world.
- Librarians can help you sort 7. news from the real fake. While a plethora of useful, accurate, and engaging content is available online, the web is filled with inaccurate and misleading information. "Click bait" headlines get you to click on the content even if the underlying information is superficial or inaccurate. Librarianship has always been about providing objective, accurate, and engaging information meets the needs of a particular person. This has not changed, and it is why librarians are experts in information literacy.
- guide 8. Librarians vou exactly what you need. Google is an impressive search engine, but its results can be overwhelming, and many people do not know to filter them by content type (such as .pdf) or website source (such as .gov). Google offers many search tips, which are useful but generic. A conversation with a librarian can clarify exactly what you are looking for and figure out the best way to Google—or use many other resources—to find it.
- Librarians do not track your reading or search history to sell you things. Amazon's book

purchase recommendation feature is useful for learning about new books. But this usefulness comes at the expense of your privacy because your reading data is valuable business intelligence for Amazon. The same is true for your web searching history, which is why you often see ads for a product for weeks after searching for it just once. Librarians value and protect your privacy.

10. Librarians do not censor. One core value of librarianship, as exemplified by the work of <u>ALA's Freedom to Read Foundation</u>, is thwarting censorship and allowing the free and full exchange of ideas. The internet is a powerful tool for information sharing, but it takes human advocates to stand for information freedom.

Libraries continue to provide benefits that are both tangible—such as community spaces and human interaction—and harder to quantify—access, privacy, intellectual freedom. The internet is an indispensable and irreplaceable tool for modern living. But it is not a library and will not replace the work of librarians.

Source

| https://americanlibrariesmagazine. org/2017/12/19/ten-reasonslibraries-still-better-than-internet/

Importance of Knowledge Management and Why You Need It

** There is no way to understate the importance of Knowledge Management in the 21st-century organization.

If you are a business person, management student or someone who is involved in a business organisation or a non-profit organization, you might have heard the term Knowledge Management (KM). So, what is KM? If you search the internet for answers you get different definitions in each site, that is because there is no single definition for KM. Different organizations will continue to use different definitions of KM because their value chains benefit from different types of knowledge. Based on the type of knowledge that an organization intends on leveraging, there will be different approaches to KM.

KM is the process of creating and sharing knowledge thereby, maximizing their potential which makes them intangible assets of the organization. KM is about making significant knowledge available to the necessary people.

In his famous quote, Lew Platt, former CEO of Hewlett-Packard, once said: "If HP knew what HP knows, we would be three times more productive."

In other words, knowledge management makes it easier to find the information or the people who hold the information you need.

Why do you need KM?

The importance Knowledge Management cannot be understated. It can help any organisation to grow and to evolve. These are listed below:

Wilful nature of KM

Network effect

Knowledge as an Asset

Stimulates a Cultural change

Failures and Learning routine

Innovation and the Bigger picture

Increase in Customer Satisfaction

Many companies have invested in KM systems

KM is the Future

Looking at the way the world is growing in Artificial Intelligence (AI), it is obvious that AI's would replace most of the work done by humans in the future, assuming that they could have equal access to the knowledge of the world. Their only difference could be in their KM system which determines how an AI would effectively use this knowledge.

Summary

There is lots of research done in KM and many models of KM also have come. The fact that KM is a necessity is irrefutable. Both now and for the future!

Source/ http://helpie.pauple.com/importance-knowledge-management-system-need/

World Class Research Facilities

Government is focused on improving quality of education and research in Higher Education Institutions. Joint Research Programmes are being taken with countries like USA, UK, Israel, Norway and New Zealand, Special Scheme for Faculty Development to provide an opportunity teachers to pursue academic/research activities. establishment of Inter University Centers (IUCs) that provide state-ofthe art equipments and facilities. Government of India has introduced various schemes like:

- Uchhatar Avishkar Yojana (UAY)
- Impacting Research, Innovation and Technology (IMPRINT)
- Setting up of Research Parks in IITs:
- Quality Improvement Programme (QIP)
- A Notification was also issued on 29.08.2017 and guidelines were published on 07.09.2017 for providing regulatory structure for enabling higher educational institutions to become world class teaching and research institutions.

The selected public universities/institutions will be eligible to receive Rs. 1000 crores (Thousand crore) over a span of 5 years to develop into a world class university.

SWAYAM, an indigenous On-line Education platform has been launched on 9th July 2017. Through this platform courses in teachers training and other subjects both at the graduate and post-graduate level are offered. The platform is successfully achieving the objective. As on date, there are 837 courses and 16,83,828 people are registered in the SWAYAM platform. Access to SWAYAM is also being widened by linkage with DTH channel, SWAYAMPRABHA, dedicated to education.

Source| http://pib.nic.in/newsite/erel
ease.aspx?relid=0

More channels to train teachers

13.6 lakh of them set 2019 deadline to get qualified under the RTE amendment

The IIT-Bombay, which is offering lectures to students of 345 engineering colleges across India, has offered to provide time slots to the NIOS to broadcast its lectures live, the source said.

"We are also planning to have a tollfree number operational for 16 hours a day to answer the questions," said an official.

Source | The Hindu | 1st January 2017

Excessive Exposure to Cellphone Radiation May Hamper Brain Activity: Study (India)

Your cell-phone obsession may take a heavy toll on your brain and result in widespread effects on the brain, neurons, developing cells and enzyme systems, warns a new study.

The study published in scientific journal Current Science found that continuous exposure to electromagnetic radiation from cellphones may affect the brain in harmful much more ways than previously thought. Study was authored by Syalima, P. R.; Raseek, Rameesa; Evans, D. A.

Study Available @ http://www.currentscience.ac.in/V olumes/113/12/2275.pdf

Now, a magazine for the visually impaired @ White Print, a magazine for the visually impaired

White Print gives readers "a sense of independence" and keeps them updated on current affairs and news on latest tech

It takes time to register that a cafe in Mumbai's upmarket Juhu doubles up as an office for Upasana Makati. It is from here that she works on *White Print*, a magazine for the visually impaired that she founded four years ago.

"The name (white print) represents a creative representation of the Braille script," explains Makati over a steaming cup of tea. This is precisely why the meeting is taking place: to find out more about this person who is going the extra mile to help the visually impaired.

"The idea was just half the battle, what was more challenging was executing it," she says. Makati was barely 23 when she decided to start a magazine for the blind. She was working as a public relations professional in Mumbai and this meant a complete detour in her work life.

"I visited the office of the secretarygeneral at the National Association for the Blind (NAB) and convinced them to let me use their printing press for the magazine," she says. Obviously, this meant coughing up money which was a challenge since Makati "did not come from an affluent family".

The other dilemma was working out the business plan for *White Print*. "I spoke to a few visually impaired people who did not want any sympathy. They were ready to pay for a magazine," she recalls.

Makati then began reaching out to companies for placing advertisements in her magazine. The going was not easy and finally her persistence paid off when a marketing head of a top corporate house agreed to release an advertisement for □30,000.

"At present, a yearly subscription for White *Print* is □300 but risina printing costs are a challenge," Makati said. Additionally, some editions have not had any advertisements which makes the going tough. The magazine is a 64-page compilation of cover interviews and stories. columns. However, advertising is the key and this is where White Print faces a big challenge considering that its longest contract thus far has been a mere three months.

Despite this headwind, what gives Makati a lot of satisfaction is the feedback she gets in the form of postcards from every nook and corner of the country. "The visually impaired are marginalised with people thinking they are useless and dependent when they are not," she says vehemently.

Big role

White Print plays a big role here in giving its readers "a sense of independence" while updating them on current affairs and news on the latest technology.

Makati is also excited about the tactabet, an a-b-c learning book in Braille. This has been very effective with children and the response has been good enough to consider a tactabet in Hindi with similar ones planned for numbers, animals and so on.

Source | Business Line 29th December 2017

A primary school for kids on mobile @ an app - called SuperSchool

New-age entrepreneur

A mobile-first digital primary school that lets the user can download an app

- called SuperSchool - from Google Playstore. This app touches over 26 different topics of nursery and kindergarten curriculum, taught to the children in a Learn-By-Play methodology

Source | Daily News Analysis | 1st January 2018

Audio Books @ Google competes Amazon, goes live with Audiobooks

	Listei	าเทฐ	to audi	obooks	IS
among	the	most	popular	night-ti	me
uses fo	r sma	rt spea	akers		

 You can buy a single audiobook at an affordable price, on the Google Play Store with no commitments

Link | https://pralhadfyilibrarian.blogspot.in/2018/01/audi o-books-google-competes-amazongoes.html

IIT Kanpur 1st engg institute to start Gita and Ramayan text-audio service @ This is the first of its kind in the world and in India and it must be respected

Lucknow: IIT Kanpur has become the first engineering college in India to start a text and audio service related to Hindu sacred texts. The services are being offered on the college's official portal.

Srimad Bhagwadgita, Ramcharitmanas, Brahma Sutra and Yoga Sutra are among the nine texts uploaded. Among its latest offerings are Sanskrit renditions of the Sundarkand and Balakkand of the Valmiki Ramayan,

Subject specialists holding postdoctoral degrees in philosophy from Banaras Hindu University have been roped in to render the English audio translation of the Gita while the Sanskrit chanting has been done by Swami Brahmnanda. The rendition of the Ramcharitmanas in Awadhi is by IIT Guwahati faculty member Dev Ananand Pathak. The IIT intends to seek more funds from the Centre to include more sacred texts.

Source | Times of India 11th January 2018

UGC chief to private colleges: Make education accessible to the poor

TIMES NEWS NETWORK

UGC Newly appointed chairperson Prof Dhirendra Pal Singh has urged private educational institutions to set up campuses in remote areas to make quality education available to the masses. In an interview to TOI's Manash Pratim Gohain, Prof Singh said the fruits of reforms in higher education like autonomy will be visible in a few years. Excerpts:

The government is introducing a number of polices — graded autonomy to universities and autonomous status to colleges. What is the idea behind this?

The idea of greater autonomy for central, state and deemed universities and other regulations relating to autonomy of colleges is to give functional independence within the regulatory framework to those institutions which have consecutively acquiring higher grades of NAAC. They should be given the freedom with regard to their curriculum. courses and other innovations. These regulations have been passed by the Commission and is being forward to the ministry of HRD for concurrence.

> Where are the checks?

UGC has the authority that it can any time make a visit to any institution and suggest whatever is required in terms of the fulfilment of the provisions which are there in the regulations.

There is a fear of education becoming unaffordable to a certain section of the society?

The guiding principles of the government and UGC is access, equity, affordability and accountability for higher education. Affordability is one thing each institution should look into and how it can be through differential fee mechanism for poor and meritorious students.

We are aiming at 30% Gross Enrolment Ratio by 2020, but the growth has been slow of late?

The GER picked up in the last decade ... the target is that by 2020 it should be 30%. In comparison to developed countries, it is less but we are progressing..

Source | Times of India 11th January 2018

LESSER-KNOWN TREASURES @ rarebooksocietyofindia.org

A pick of offbeat, non-mainstream blogs and sites

The Internet Archive offers millions of free ebooks, many of which are about the history and culture of India. You can find ancient Sanskrit and Persian texts as well as the writings of Mahatma Gandhi, and even government documents from recent

years, in it. But the Archive is such a vast storehouse of information, you can get lost in it without a guide. The Rare Book Society of India can help you find your way around if you are researching Indian history, and it taps into several other repositories for this.

"It is a virtual space for rare book collectors and history buffs to read, discuss, rediscover and download lost books," says founder Subbiah Yadalam on the site's home page. As a curated website it links to "digital libraries such as The Internet Archive, Google Books and the online collections of various museums."

The books, essays and art are sorted by theme, such as, 'The Grand Mughals', 'Indian Cities Through the Ages', The Dutch, French and Portuguese in India', 'Natural History of India', etc.

New material is frequently added, so regular visitors won't be disappointed.

Source | Times of India 15th January 2018

Why University Students Still Need Public Libraries

When you make the transition to university, one of the best resources that becomes available to you is the campus library system. Most universities have multiple libraries with extensive collections and generous hours of operation; the libraries at my school, the University of Waterloo, routinely stay open until midnight. However, by not bothering to apply for a public library card, students are missing out on more than they realize. Here are just some of the reasons why you should make your local library a part of your university experience:

Public libraries have extensive resources for recreational reading.

Since their focus is on academic resources, many university libraries have relatively small collections of popular fiction and other recreational reading material. However, the vast majority of public libraries have enormous collections of fiction and employ dedicated 'book buyers' who determine what new titles to purchase based on factors like popularity, local input, and reviews.

An off-campus study space can provide a refreshing change of pace.

A <u>significant</u> proportion of <u>students</u> report that they regularly study at campus libraries. Many express that working in a quiet space outside of their home allows them to be more focused and productive. I also find campus libraries a great study environment, particularly when I need to refer to academic resources as I work..

Public libraries have so much more than just books to offer.

Most public libraries offer a range of recreational programs which are available to any member of the community

Source https://www.minuteschool.com/2017/08/why-university-students-still-need-public-libraries/

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