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NEWSLETTER

"Empowering Libraries, Empowering Librarians."

ISSN0972-4222 A Quarterly Publication of ADINET, Vol.32, No.1 JAN - MAR 2025

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FROM EDITOR'S DESK:

Dear LIS Professionals,

GENERIC LIBRARY AND BRAND LIBRARY

Library is a generic name. It means it is a social institution. In academics, it is also considered an institution within the institution. Furthermore, it preserves the history, culture and knowledge. Library serves the reading materials to the user community. When we say school library, college library, university library, special library, institutional library and public library, they are types of libraries and have a definite target audience in each type of library. They are all generic in nature.

Branding means differentiation from each other by name, logo, slogan, collection and services. Naming of a library is one way to differentiate. These names depend on the donor, founder, and geographical location. Here is the best example of a donor name. "A **Carnegie library** is a [library](#) built with money donated by Scottish-American businessman and philanthropist [Andrew Carnegie](#) and built from 1883 to 1929, with a total of 2,509 libraries established worldwide, including 1,681 in the United States." Other examples of founders are Bhaikaka Library, Sardar Patel University, Dr. Vikram Sarabai Library (IIMA), B. C. Roy Library (IIMC first Chairman). There are many IITs, and IIMs, in the country. They're known by Central libraries, followed by geographical location; for example, Central Library, IIT Bombay, IIMB Library, British Library, Ahmadabad, etc. MICA Knowledge Exchange and Information Centre (KEIC) has its own logo, "[MICA KEIC](#)" and slogan, "[Always at Your Service](#)." Normally each library use the parent organisation's logo but library itself is an institution within the institution therefore to create branding and identity of it a separate logo has been created.

The KEIC slogan is **Always at Your Service** which means serving its users community 24/7 and if it fails to serve as per the promise in slogan, immediately its brand value will be affected. Librarian has to monitor the perceptions of users through regular survey and personal interactions with users' community. The collection, services and products are common in many libraries but differentiations are with few libraries depends on how demanding the organizations and how the dynamic the leaders of the libraries.

The nature of products and services becomes the name of the organisation for example, OCLC, INFLIBNET, DELNET, and ADINET. Their name itself speaks about the organisation and services.

The hybrid collection, services and products are experienced by the users and based on the satisfaction; they derive the brand value of the libraries. The library exists to provide value to users. If the products and services are not provided as per the expectations of the users, the brand value of that library will be minimized or library becomes irrelevant. The significant changes have come in users expectations due to free search engines, technology and digital resources in the library profession. So it's time to think of rebranding and repositioning the libraries.

It is time the librarians have to rethink the role they play in today's World. The footfalls, data driven decisions, return on investment and gap between expectation and reality. Sometimes libraries they provide everything but users are not aware of these. As per OCLC survey appeared in The OCLC Newsletter No. 1, the big challenge to libraries are that Library is no longer unique as a "trusted resources for information" but other search engines are also trusted source of information.

Chris Olson, of Chris Olson and Associates, a consulting firm that has been building and nurturing library brands for 21 years, puts in

this way. "If libraries want to break out of traditional library pigeonhole and successfully compete with self-service Internet competitors, a branding programme is the ticket for repositioning of services"

"Changing the library's image in the marketplace, however, must start with changing Librarian's perceptions. That means adjusting the librarianship culture and operations before persuading consumers that libraries have been reborn."

Think bigger than books and information; think in terms of the experience your patron value. Here is the opportunity to explore or increase frontier of librarianship.

ADINET ACTIVITIES:

Image Building for Library Profession:

ADINET & MARWADI UNIVERSITY jointly organized the Seminar on IMAGE BUILDING (SERIES-1) on 08th February, 2025 at Marwadi University, Rajkot.

ADINET takes this opportunity to thank the people who made this event successful. We are grateful to Marwadi University, its Executive Registrar Shri. Naresh Jadeja, University Librarian Dr. Kaushik Rao, Dr. Nishtha Anilkumar, Mr. Viral Navik, Mr. Mallikarjun Dora and Ms. Falguni Rao. For IMAGE Building of Library Profession ADINET further plans four more programmes to be conducted at North Gujarat, South Gujarat, Vadodara and Ahmadabad.

AMC School Project:

In this project ADINET has completed 23,315 books. Those who are

interested to contribute to the project as a volunteer or payment basis may wish to contact Ms. Sangita Bhatt.

Sadvichar Parivar:

Every week ADINET comes out with 'Sadvichar Parivar Development Newsletter' a weekly compiled publication. It covers subject in line with Sadvichar Parivar vision and mission such as Women Empowerment, Geriatric Care, Youth and Skills Development, Community Service, Relief and Rehabilitation, Senior Citizen, and Prisoner Transformation. Each issue cover 6 to 10 pages depends on the content.

ACTIVITIES IN PIPELINE:

ADINET LIBRARY SEMINAR AUGUST 2025

ADINET, Ahmedabad in Association with IRMA, Anand organizes **One Day National Seminar** on Saturday, 23 **August 2025**

From: 9 Am To 5 Pm

Venue: IRMA Campus, ANAND, Gujarat

The Seminar theme is: Sustainable Libraries for Sustainable Rural Futures

Please note:

- Ø Last date for registration is 31 July, 2025.
- Ø Additional late fee registration for all delegates registering after 31 July is Rs.100/
- Ø Registration fees includes participation to seminar, lunch and refreshment
- Ø Certificate of Participation will be provided
- Ø Spot registration will not be available.
- Ø Payment Mode: By **NEFT** or through **Cheque drawn in favour of 'ADINET'**

Registration Link: :

<https://tinyurl.com/228x5bzd>

'TODAY A READER, TOMORROW A LEADER':

The purpose of this project is to cultivate the reading habits among primary school children of AMC Schools. This project is in proposal stage collaborative research between ADINET and Sadvichar Parivar. This idea has been initiated by Shri P K Laheri and ADINET team members. Dr. Rashmi Kumbar, Ms. Anubha Arora, and Ms. Sangita Bhatt are working on it. All the team members have rich experience of School Libraries.

ADINET and AMA:

ADINET and AMA are working on a proposal of conducting one day seminar on "Empowering Research Culture". Target audience will be Librarians, Research Scholars, Faculty members, Neo Scientists, Research Support Staff, and Academic Staff.

USE OF AI IN LIBRARIES:

ADINET is also working on one day workshop on Use of AI in Libraries. Mr. Bharat Chaudhari and other members are actively working on it. We will announce shortly the details for it.

IMAGE BUILDING SEMINAR (SERIES - 1): A REPORT: BY FALGUNI RAO

ADINET & MARWADI UNIVERSITY jointly organized the Seminar on IMAGE BUILDING (SERIES-1) on 08th February, 2025 at Marwadi University, Rajkot. Around 100 participants have participated.

Title of the Seminar: IMAGE BUILDING (SERIES – 1), Redefining the Role of Libraries and Librarians in the 21st Century.

Objective: Libraries have long been associated with the quiet, physical storage of books, but today, they are increasingly seen as dynamic hubs of knowledge, innovation and community engagement. In the 21st century, the role of libraries and librarians is undergoing a transformation driven by advances in technology, changing community needs and evolving perceptions of information access.

The main objective is to provide insight into role of Librarians for becoming essential guides in navigating the vast world of digital information with the explosion of online resources, to equip individuals with the skills to evaluate and discern trustworthy information.

Inaugural Session was addressed by Mr. Naresh Jadeja, Executive Registrar, Marwadi University accompanied by Dr. R. L. Jhala, COE & Chairman – Library Committee, Marwadi University Mr. Pinto Mammen, Registrar, Marwadi University Dr. Shailesh Yagnik, Hon. Director, ADINET, Ahmedabad Dr. Kaushik Rao, Librarian, Marwadi University



Session 1. Presentations:

Following members presented their talks.

Dr. Tarak Vora - Associate Dean – Research Marwadi University • Dr. Sheetal Tank - Dy. Librarian, IIT-Gandhinagar • Mr. Viral Navik - Senior Library Professional – IIM-Ahmedabad • Mr. Narendra Ardeshta - Head Librarian RMC Libraries • Dr. Tejas Shah - V.V.P. Engineering College – Rajkot



Session 2. Panel Discussion:

The topic of the Panel Discussion was Image Building. Following panelists made the session very interesting.

- Dr. Nishtha Anil kumar - Former Librarian, PRL Ahmedabad
- Dr. Sheetal Tank - Dy. Librarian, IIT-Gandhinagar
- Mr. Mallikarjun Dora - Assistant Librarian – IIM-Ahmedabad
- Dr. Ankur Bhogayata - Professor & Head, Civil Engineering, Marwadi University
- Mr. Dilipbhai Bhatt - Former Librarian, Kotak Science College, Rajkot
- Mr. Narendra Ardeshta - Head Librarian RMC Libraries

Session 3. Innovative Future Library Design Workshop

- Mr. Mallikarjun Dora - Assistant Librarian – IIM-Ahmedabad
- Mr. Viral Navik - Senior Library Professional –

IIM-Ahmedabad conducted the session. Following Topics were covered:

1. Research Support and Expectations from the Library/Librarian in the Current and Future Scenario.

2. Library and Scholarly Communication: How Libraries Can Support Faculty in Their Research Endeavour

3. The Role of Rajkot Municipal Corporation Library Services in Community Development

4. The Importance of Library Space

5. User at the Centre: Designing Library Services to serve them better

6. Viksit Library: Pillar of Knowledge Participants: The Library Professionals working in Private & Government

Libraries (Academic, Public, Private) The students of Library and Information Science Course of different Universities. Organising and Coordinating Team: Dr. Kaushik Rao - Librarian, Marwadi University Ms. Falguni Rao - Dy. Librarian, Marwadi University Mr. Tarun Solanki - Library Assistant, Marwadi University Mr. Raxit Parmar - Executive, Marwadi University

Event Outcomes:

1. Enhanced Understanding of Library User Needs in the Digital Age

2. Digital Literacy Platforms - guiding users to find, evaluate, and ethically use online resources

3. Tools of providing access to high-tech digital tools

3. Proficiency in Digital Library Techniques

4. Introduction to Modern Research Tools and Techniques

5. Implementation of Open Source Tools

6. Advocating for policies that ensure all members of society, regardless of socioeconomic status, have equal access to the tools, information, and support they need

to thrive in the digital age.

Participants actively engaged with the speaker during the interactive Q&A session, clarifying their doubts, and discussing challenges of new Library tools and techniques, which enriched their learning experience.

Summary of the Library Seminar A Library Seminar on IMAGE BUILDING (SERIES – 1), Redefining the Role of Libraries and Librarians in the 21st Century

It was organized to provide participants with a deeper understanding of new age digital resources, skills and its significance in the 21st Century. The different sessions were conducted by distinguished speakers with extensive expertise in Library Techniques that are constantly evolving, especially with the rise of digital tools and new Research methods, offering a blend of theoretical insights and practical applications. In Panel Discussion, experts shared their views on how libraries are embracing new technologies like AI, digital archives, and e-books with challenges in maintaining traditional library services while integrating digital media. The role of librarians is changing as information specialists. Libraries offer research support systems to enhance the research experience, improve access to academic resources, and support collaboration through Research Data Management (RDM), Citation Management Tools, Collaboration Tools, Research Assistance and Consultation, Research Metrics and Impact Analysis, Publishing Support, Scholarly Communication and Networking etc. Dr. Ankur Bhogayata shared his views on The National

Education Policy (NEP) 2020 which emphasizes the importance of libraries and librarians in shaping the educational landscape in India. According to NEP 2020, Libraries and librarians play an important role in promoting Access to Knowledge, supporting Digital Literacy, fostering Critical Thinking and Innovation. Librarians are more than just custodians of books; they are active facilitators of learning, helping students navigate resources, teaching research skills, and guiding information retrieval. NEP 2020 policy calls for upskilling and professional development for librarians to ensure they can effectively support educational goals, stay updated with new technologies, and play a proactive role in fostering a culture of learning. User-centric approaches in modern libraries emphasize placing the needs, interests, and experiences of library users at the core of library services, operations, and space design. As libraries evolve in the digital age, the traditional roles they have played in communities are shifting, and a user centered mindset is increasingly important. Libraries now focus on providing services that cater to the individual needs of users. This can include personalized reading recommendations, customized research assistance, and tailored programming for different age groups, backgrounds, or interests. By using data and technology, libraries can better understand user preferences and offer more relevant services. Modern libraries serve as hubs for community engagement. Libraries now regularly consult with their users, through surveys or community meetings, to understand what they want from the library. This ensures that library offerings align with community values and priorities. Participants were introduced to modern digital resources, enhancing their ability to bridge theoretical concepts with practical execution. An interactive Q&A session allowed attendees to clarify their doubts and discuss challenges of Modern Librarians' role. The event successfully inspired participants to explore advanced library information, equipping them

with the knowledge, skills and becoming essential guides in navigating the vast world of digital information.

EDITION OF COLLABORATIVE WISDOM: ONLINE WEBINAR: A REPORT

Collaborative Wisdom is conducted every fourth Saturday of the month. This provides a platform to discuss the prevailing/trending issues in the library.

The January 25, 2025 session of the ADINET Collaborative Wisdom series focused on "Library Collection: Building Future Libraries" and brought together 24 participants from diverse institutions. The discussion centered on evolving collection development strategies, emphasizing the importance of balancing traditional print materials with emerging digital resources. Participants voiced concerns about

the sustainability of subscription-based models and the loss of perpetual access, while advocating for the strategic use of usage and denial reports to inform acquisitions. The need to customize collection policies according to institutional missions and user behavior was strongly emphasized over rigid adherence to generic standards. The impact of the "One Nation, One Subscription" initiative also featured prominently, with professionals from specialized institutions expressing concerns about limitations in access and institutional autonomy in resource selection.

On March 1, 2025, the discussion on "Library Space Planning" saw active participation from 16 professionals

who reflected on the challenges and opportunities in reimagining library spaces. Drawing on principles such as Maslow's hierarchy of needs, the conversation emphasized user-centered library design that fosters comfort, inclusion, and a sense of ownership. The session surfaced real-world challenges of losing library space to administrative functions, especially when footfall is low or services are digitally dominant. Several attendees shared creative strategies for retaining control over library areas, including collaborations for exhibitions, lecture zones, and multipurpose reading areas. There was a strong consensus on the importance of data-driven advocacy and aligning space planning with institutional goals and accreditation needs to justify the library's physical presence and continued relevance.

The March 29, 2025 session, attended by 7 participants, explored "Open Tools for Library Management" and introduced a wealth of open-source solutions that support library operations and enhance digital services. Participants shared hands-on experiences with tools such as Koha, DSpace, Omega, and ArchiveSpace, as well as service platforms like GLPI and OS Ticket for tracking queries and internal operations. A key highlight was the demonstration of the real-time chat tool Talk.to, enabling proactive user support via websites and OPACs. Discussions extended to analytics tools such as Google Analytics and Google Trends, which help monitor website traffic and user behavior. Participants discussed the importance of selecting tools with sustainable free models and avoiding sudden premium constraints. The session concluded with calls for follow-up webinars on specific tools and strategies to empower more libraries to adopt and adapt open technologies effectively.

Benefits for Participants:

Gain valuable insights and strategies from experienced librarians.

Collaborate and network with peers in the library community. Enhance your professional skills and contribute to the growth of the library field.

Publication Opportunity:

The outcomes of our collaborative sessions will be refined for publication. ADINET will compile an edited volume featuring the best practices and insights shared during these sessions.

Open Education Resource: BY DR. SHAILESH YAGNIK

1] [Classification Theory](#)

Subject: Information Science
Level: Graduate / Professional
Material Type: Homework/Assignment
Author: [Smriti Sarkar](#)
Date Added: 12/03/2024

2] [Open Educational Resources Starter Pack](#)

Subject: Higher Education
Level: Community College / Lower Division, College / Upper Division, Graduate / Professional
Material Type: Full Course
Author: [Kirstine McDermid](#)
Date Added: 12/26/2023

3] [What is Library & Information Science?](#)

Subject: [Applied Science](#) [Information Science](#)
Material Type: [Lecture](#)
Author: Peter Musser
Date Added: 05/03/2021

4] [Searching as Information Literacy: Unpacking the ACRL Frame of Searching As Strategic Exploration](#)

Subject: [Applied Science](#), [Information Science](#)
Material Type: [Activity/Lab](#)

Author: Andrea Lobel, Leigh-Ann Butler, Lina Harper
Date Added: 08/23/2021

5] [Librarians Learning Together: An Introduction to the Profession](#)

Subject: [Applied Science](#), [Information Science](#)
Material Type: [Textbook](#)
Provider: [University of Iowa](#)
Author: Jennifer Burek Pierce, Nancy A. Henke
Date Added: 10/24/2023

6] [Copyright and Open Licenses: A Unit for LIS Students](#)

Subject: [Applied Science](#), [Information Science](#)
Material Type: [Activity/Lab](#), [Homework/Assignment](#), [Reading](#), [Unit of Study](#)
Provider: [University of Northern Colorado](#)
Author: Nancy Henke
Date Added: 12/05/2023

7] [Why Book Metadata Matters - YouTube](#)

Subject: Information Science
Level: High School, Community College / Lower Division
Material Type: Lecture
Author: [Peter Musser](#)
Date Added: 03/13/2025

8] [Dublin Core Quick Start: An Intro Guide to Creating Metadata](#)

Subject: [Applied Science](#), [Information Science](#)
Material Type: [Textbook](#)
Provider: [University of Iowa](#)
Provider Set: [Iowa Research Online](#)
Author: Bailey VandeKamp, Caitlin S Matheis, Micah Bateman
Date Added: 04/10/2024

9] [Search Mechanisms of Dimensions.ai](#)

Subject: [Information Science](#)
Material Type: [Assessment](#), [Homework/Assignment](#), [Lecture Notes](#)

Author: Kayak Biwa's, Shreya Chakraborty
Date Added: 12/08/202

10] [Open Access for Library Schools \(4-volume curriculum\)](#)

Subject: [Applied Science](#), [Career and Technical Education](#), [Education](#), [Higher Education](#), [Information Science](#)
Material Type: [Full Course](#), [Module](#), [Textbook](#), [Unit of Study](#)
Author: Anup Kumar Das
Date Added: 09/12/2018

11] [Intellectual Curiosity and the Role of Libraries](#)

Subject: Computer Science
Level: Community College / Lower Division
Material Type: Textbook
Provider: [SUNY](#)
Date Added: 01/26/2024

THE LINKS OF ADINET FORMS

have been shared to become a Life Member and make your library an institutional member to make ADINET self-sustainable. If you need any help, please get in touch with us. Please take ownership of ADINET, become a member, and make intellectual contributions to the LIS profession.

LIFE MEMBERSHIP LINK:

<https://docs.google.com/forms/d/e/1FAIpQLSdPywpWWwZbn32NlorDybHKEzEpfGLq8ulZBrcNev9B7l6sMA/viewform>

INSTITUTIONAL MEMBERSHIP LINK:

https://docs.google.com/forms/d/e/1FAIpQLSd3TQVjRdmMEXx9TpBz-PsP1q2Zw13LUrKSuc6Un6nAUaQ5cw/vie_wform?usp=sf_link

E-CERTIFICATE:

ADINET has started issuing an E-certificate to a new member who takes the life membership.

ADINET DIRECTORY:

We are in the process of updating the library Directory in Gujarat. Please fill out your library details and forward the form link to your friends and colleagues so our network becomes strengthen in Gujarat.

<https://docs.google.com/forms/d/e/1FAIpQLSetclXLEaerpXLrfuo7lpzJca5HSiNKR-C1jAeq73GFd5G3uA/viewform>

LINK OF ADINET WEBSITE

<https://www.alibnet.org/>

ADINET OFFICIAL YOUTUBE CHANNEL:

<https://www.youtube.com/channel/UCHGDkuff1bIQsd6u5kLbWMQ/videos>

Thank you all for helping ADINET.

**Let us Continue to Connect &
Collaborate for Creating an
Informed Society.**

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