From the President’s Desk

The 41st Annual General Body meeting of the Kerala Library Association has very specifically emphasized the need for equipping the Library professionals more to handle IT-based services. Though we are widely talking about the application of IT, only very few are able to manage latest technologies available in the LIS field. The problem is lack of proper training in IT-based technology. LIS Schools have their own limitations to provide extensive training in this direction mainly due to the official burden. We know that the modern libraries are profoundly different from the traditional ones. The users and their expectations are different, collections are different, scholarly communication format is also different. Moreover, so many softwares are available as open source to perform library activities in a better way. In the digital age librarians can no longer be simply book keepers or mere information providers. The required information can be accessed at anytime, anywhere, on any platform via multiple conduits. Facilities like cloud computing have many applications in library environment. Information professionals should be well informed on new developments in ICT resources and services. There has to be a paradigm shift in the roles of librarians.

Therefore, equipping the librarians to handle the changed environment has become the prime duty of professional associations. Kerala Library Association, as a responsible body of library professionals in Kerala, is continuously monitoring the developments in the field and is trying to concentrate on capacity building of library professionals. In view of that KLA has charted out few programmes and as a first step a National Level Workshop would be organized with the collaboration of National Informatics Centre, New Delhi from 11 to 13 September 2012 on ‘e-Granthalaya’. In December another programme is scheduled on ‘Information security’ with the collaboration of C-DAC, Hyderabad. Moreover during the eve of National Library Week almost all the regional committees are planning to conduct programmes which will in turn justify the decisions taken at the Annual General Body meeting.

“If we do as we have always done we will always be where we always been”.
Dr A. Gopikuttan, President, KLA

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Virtual Reference Service:
A Golden Opportunity to Embed the Libraries in the Academic Environment

Dr Vijayakumar K. P., Associate Professor and Head, Department of Library and Information Science
University of Kerala, Thiruvananthapuram – 695 034

Introduction

As a person who has made special study of the services offered by the major university libraries in Kerala (of course, in connection with manpower management), I used to wonder why all of them offer the same services without any exception. One possible answer is that all of them emulated the pattern of the Kerala University Library, the forerunner of all university libraries in the state. It is also amazing that nobody – individual or association – in the academic community of the state seems to be concerned about the fact that there is no university librarian in any of the universities in Kerala! Is it due to the lethargy of the stakeholders of the educational process? Or is it a reflection of the thinking in the academic circles that university libraries are not essential ingredients? Or is it because of the fact that our university libraries are not so popular among the clients? It is a truism that even though library professionals are vociferous about the impact of ICT in the information scenario, apart from automating the routine processes, we have done pretty nothing worth the name. This will be clear if we make a comparison of the websites of the universities/university libraries in Kerala with those of the western countries or for that matter even the websites of some of the Indian universities. These are some of the stray thoughts that passed through my mind when I thought of the need for introducing new customer-oriented service in our libraries. One such service that immediately comes to my mind is Virtual Reference Service which is successfully practiced in many of the libraries elsewhere.

Virtual Reference Service

Here also, I am forced to point out that reference service in the real sense of the term, is not carried out in our libraries in right earnest. Reference Section is treated as any other section without any specialty. In most of the university libraries reference work is carried out by junior staff who have not developed a penchant for the work. In India as a whole, the category of reference librarian is conspicuous by its absence. In fact, this is one of the services through which a library can prove its mettle. (Personally, I believe that this an area where we have to develop a specialty cadre of professionals, especially in the context of challenges posed by the digital environment).

Virtual reference has redefined reference services by extending the scope of the traditional reference desk. It allows distant users the access and ability to create dialogue with a librarian when in need of assistance. Virtual reference is important for users who need quick instruction on how to find a piece of information or a quick refresher on how to use a database.

A very simple definition of virtual reference service is “the use of computer and communications technology to provide reference service to patrons anytime and anywhere”. Librarians attributed different meanings to the term during different periods. While some people felt the concept could be characterized as simply as reference services delivered over the telephone, others considered a computer as a key to any substantial implementation. Depending on the means used for offering the service, it has been described differently like chat reference service, e-reference service and digital reference service. Virtual Reference Service can be broadly divided into two groups:

- Asynchronous digital reference, such as e-mail and web-form questions, in which the user submits a question and the librarian responds at a later time.
- Synchronous digital reference, such as chat and voice over IP, in which the user and librarian communicate in real time.

It is clear from the above categorization that various tools like telephone, e-mail, chat, SMS and voice over IP are used for the exchange of information between the librarian and the client. In order to make the point clear the web page of a typical library which can be used to avail of the service is given below:

Modus operandi

The purpose of virtual reference service is to provide another way for users to contact the librarians so that they can be helped to find resources on the web. The service hooks users up with a professional librarian who acts as a live search engine to provide answers that are relevant.

Continued on page 7
Reports on Major Programmes

Seminar on “Knowledge Economy and Library Professionals”

KLA Thrissur Region organized a one day seminar on *Knowledge Economy and Library Professionals* on 21 April 2012 at the Govt. Institute of Advanced Studies in Education (IAISE), Thrissur.

The Seminar was inaugurated by Dr A.T. Francis, Head, Library & I.T. Nodal Officer, College of Horticulture and President KLA Thrissur Region in a function presided over by Shri A. Abdul Razak, Former University Librarian in-charge, Kerala Agricultural University. Shri Azhagiri (Sanskrit College, Pattambi) and Shri Rejendran (Kerala Sahitya Academy) offered felicitations. Shri Sunny Joseph, Librarian, Govt. IASE, Thrissur presented the theme paper on “Knowledge Economy and Library Professionals”. Smt Saji P.D. was the Rapporteur of the seminar.

Shri Humayoon Kabir, Librarian, Govt. Medical College, Thrissur and Secretary, KLA Thrissur Region and Smt. Vijayalakshmi, Librarian, Govt. Nursing College, Thrissur and Executive Committee Member, KLA Thrissur Region offered welcome address and vote of thanks respectively. Three invited papers on the topic were presented at the Seminar.

Workshops on KOHA

KLA Calicut Region in collaboration with CHMK Library and Department of Library and Information Science, University of Calicut organized a three day workshop on KOHA during 27-29 April 2012 at the Calicut University Library.

The workshop was inaugurated by Sri T. M. Vasudevan, Head, Department of Library and Information Science. Dr Abdul Azeez T. A., University Librarian (i/c) presided over the function. Dr Muraleedharan P., Assistant Librarian and Workshop Coordinator welcomed the gathering. Shri Kuttappan C., Assistant Librarian of CHMK Library proposed vote of thanks. Twenty five librarians from various academic institutions attended the workshop. The various sessions of the workshop were handled by Dr Muraleedharan P., Dr Vinod V. M., Shri Jamsheer N. P. and Shri Mohanan A. of Calicut University. Hands on training was given to the participants to enable them to work independently on KOHA.

The valedictory function was presided over by Shri T. M. Vasudevan, Head of the Department of Library and Information Science, University of Calicut. Dr Abdul Azeez T. A., University Librarian (i/c) distributed the certificates. Dr Muraleedharan P., Assistant Librarian and Workshop Coordinator proposed the vote of thanks.

As the number of applicants was very high, an additional workshop was also conducted during 24-26 May 2012.

Career Orientation for LIS Students

KLA Kottayam Region and K E College, Mannanam jointly organized a Career orientation Programme for Library and Information Science (LIS) Students on 12 May 2012 at the College Seminar Hall.

The programme was aimed at making the students aware of the basic competencies required to become a new age library professional and to introduce them to the career opportunities ahead. Thirty eight students from different Library and Information Science Departments and institutions in the Kottayam Region of KLA participated in the programme.
The sessions with presenters were, (1) Competencies for Library professionals: Shri K.P. Sadasivan, President, Kerala Library Association. (2) Internet for professional development: Jasimudeen S., Library Assistant, Mahatma Gandhi University, Kottayam. (3) Benefits of association with professional bodies: Fr. Jose Virupel, President, KLA (Kottayam) & Librarian, S.B. College, Changanacherry. (4) Higher studies and research in Library and Information Science: Shri Biju V.V., Technical Assistant, Mahatma Gandhi University, Kottayam. and (5) Strategies for effective job hunting: Shri Vimal Kumar V., Secretary, KLA (Kottayam) & Technical Assistant, MG University, Kottayam.

National Seminar on “Library and Web Tools for E-Learning and Teaching”

Kerala Library Association, in collaboration with the College of Horticulture, Kerala Agricultural University, Thrissur organized a National Seminar on “Library and Web Tools for E-Learning and Teaching” on 25 June 2012.

The Seminar was inaugurated by Prof. (Dr) P. B. Pushpalatha, Registrar, Kerala Agricultural University in a session chaired by Prof. (Dr.) C.T. Abraham, Associate Dean, College of Horticulture, Vellanikkara. Smt Lalitha Lenin, Former HoD, DLIS, University of Kerala, Trivandrum, Dr. Joshi George P., St Albert’s College, Ernakulam, Dr. K. Susan Mathew, Cochin University of Science and Technology, Kottayam, and Dr. A.T. Francis, Kerala Agricultural University, Thrissur, respectively. Shri S.L.Faisal, General Secretary, proposed vote of thanks.

There were four technical sessions. (1) Professional Competency for E-Learning and Teaching (2) Redefining Libraries for E-Learning and Teaching (3) Library Web Tools and Services and (4) Technology and Personnel Environment for E-Learning. Theme papers on the above technical sessions were presented by (1) Smt. Lalitha Lenin, Former HoD, DLIS, University of Kerala, Trivandrum (2) Dr. Joshi George P., St Albert’s College, Ernakulam (3) Dr. K. Susan Mathew, Cochin University of Science and Technology, Kottayam and (4) Dr. A.T. Francis, Kerala Agricultural University, Thrissur, respectively.


Talk on “Reading: Madness and Culture”

In connection with the Kerala State Reading Day, on 19 June 2012, KLA organized a talk on “Reading: Madness and Culture” by well-known Malayalam literary critic and media person Dr P.K.Rajasekharan at 3.00 pm in the Lecture Hall, DLIS, University of Kerala.

Dr Rajasekharan, in his well-studied lecture on reading and culture, detailed the importance of books and libraries and the impact of reading on the creation of a civilized society. The talk was well attended by more than eighty listeners from different walks of life. Dr A. Gopikuttan, Vice President, KLA, welcomed the participants and introduced the speaker. Shri S.L.Faisal, General Secretary, proposed vote of thanks.

KLA Blog
Visit http://klaweblog.wordpress.com for detailed Reports, Discussions and Images.

KLA e-Newsletter
E-version of the KLA Newsletter is available at www.keralalibraryassociation.org
KLA Representations and Discussions

Memorandum to the Minister for Education, Govt of Kerala for the appointment of Qualified Librarians in Govt and Aided Schools in Kerala

For the last more than a decade, KLA has been relentlessly fighting with the changing State Governments on the issue of appointing professional librarians in Govt and Aided High Schools and Higher Secondary Schools in Kerala. In continuation with its efforts, a representation (No: KLA/SL/MOE dated: 06/02/2012) was submitted to Shri P.K. Abdurabb, Minister for Education, Govt of Kerala, in which the Association demanded immediate action for the:

i. Creation of the post of Librarians in the Govt and Aided Higher Secondary Schools and High Schools

ii. Appointment of professionally qualified Librarians possessing minimum a Basic Degree (BA/BSc/BCom or equivalent ) + Degree /Post Graduate Degree in Library & Information Science (BLISc/MLISc or equivalent).


In its representation, the Association had justified the stand with ample examples of the guidelines and practices followed by the international and national streams of School Education.

Memorandum on the issue of Gradation of Common Pool Libraries in Kerala, submitted to the Principal Secretary, Higher Education, Govt. of Kerala

KLA made a critical examination of the Report of the Committee for the Grading of Common Pool Libraries in Kerala constituted by the Dept. of Higher Education, Govt of Kerala as per the order GO(RT) No.2065/10/H.Edn. Dated 25/10/2010, and submitted its comments and observations through a representation vide Letter No. KLA/CPL dated 01/03/2012 and called for a thorough review of the report considering the unscientific criteria chosen for grading, absence of specificity and standards, non-consideration of present infrastructure, impact of the recommendation on downgrading on the entire Common Pool Library sector and the silence on the practical provisions for systematic training to retain the grades. The Principal Secretary has agreed to examine the issue before implementing the report.

UGC Scheme 1996: Career Advancement Scheme (CAS) for Librarians and Physical Education Teachers - Pending issues

KLA represented to the Minister for Education, Govt. of Kerala on 06.12.2011 requesting to resolve the pending issues related to the implementation of UGC Revision and Career Advancement Scheme (CAS), 1996 in Kerala before effecting the new Pay Revision Order of UGC (2008) for Teachers, Librarians and Physical Education Teachers. It was requested to extend the benefit of CAS to Librarians and Physical Education Teachers as envisaged in the UGC letter No. F3-1/94(PS)-7 dated 19th October 2006.

Discussion with the Principal Secretary, Higher Education, Govt. of Kerala on the proposed amendments in the State Central Library subordinate Service Rules 2003

Shri K.P. Sadasivan, President and Shri S.L. Faisal, General Secretary, KLA participated in the meeting convened by the Principal Secretary, Higher Education on 13.03.2012 in the Secretariat Durbar Hall along with the representatives of other approved organizations. KLA demanded to make it essential when fixing staff pattern, that the incumbent should have required technical qualifications in the State Central Library Sector. The main points raised by the Association were, a) Deleting the clause of considering LIS Diploma holders along with certificate holders, b) quality maintenance in the sector, c) percentage of eligible candidates for promotion from subordinate services. The Principal Secretary recorded the suggestions by KLA for further procedures.

Follow KLA on Social Media

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Twitter: https://twitter.com/klaconnect
Scoop it!: http://www.scoop.it/t/library-cloud-what-s-up-in-lis/
Flickr Photo stream: http://www.flickr.com/photos/73623627@N07/sets/
**New Members**

**Life Membership**
1. **Sandhya N.**: 1239, Library Asst., Dept of Linguistics, Kariavattom Campus, Univ. of Kerala, TVM
2. **Jayalatha V.G.**: 1240, Tech. Asst, Campus Library, Kariavattom, Univ. of Kerala, Trivandrum
3. **Renju I.R.**: 1241, Tech. Asst., Dept of Archeology, Kariavattom Campus, Univ. of Kerala, TVM
4. **Mathews Stephen**: 1242, Librarian, Mar Baselios College of Eng., Peerumedu, Idukki
5. **Alias K. Jose**: 1243, Librarian, Ilahia College of Arts and Science, Pezhakkappilly P.O., Muvattupuzha
6. **Unaise K.A.**: 1244, Librarian, Ilahia School of Science and Technology, Pezhakkappilly P.O., Muvattupuzha
7. **Rosamma Kurian**: 1245, Prof. Asst, CUSAT, Kochi
8. **Sindhu K.**: 1252, Prof. Asst. Grade-I, CUIT Library, Khoonoor, Calicut-673636
9. **Jisha C.**: 1253, Prof. Asst., CUIT Library, Khoonoor, Calicut 673636
10. **Susmitha P.P.**: 1254, Prof. Asst., CUIT Library, Khoonoor, Calicut 673636
11. **Sajaya N.P.**: 1255, Junior Librarian, University Teacher Education Centre, Kuduvur, Palakkad-678501
12. **Sini A.K.**: 1256, Prof. Asst. Gr.-II, CHMK Library, Calicut 673635
13. **Sheeba Francis**: 1257, Prof. Asst. Gr.-II CHMK Library, Calicut-673635
14. **Shakeela Karid**: 1258, Prof. Asst. Gr.-I CHMK Library, Calicut-673635
15. **Prasanth P.N.**: 1259, Catalogue Asst., Legislature Library, PB No.5430, Vikas Bhavan (PO), Trivandrum-695033
16. **Sangeetha T.G.**: 1260, Prof. Asst. Gr-II, DLIS, Univ. of Calicut
17. **Seema M.V.**: 1261, Prof. Asst. Gr-I, Dept of Edn, Univ. of Calicut
19. **Kadeejakkutty U.**: 1263, Jr Librarian, School of Folklore Studies, Univ. of Calicut
20. **Sabitha D.R.**: 1264, Prof. Asst. Gr.-I, CHMK Library, Calicut-673635
21. **Praseetha T.P.**: 1265 (LM), Prof. Asst. Gr-II, Dept of Malayalam, Univ. of Calicut
22. **Ummul Barkath Kuttithodi**: 1266, Prof. Asst. Gr-II, Dept of Hindi, Univ. of Calicut
23. **Prasanth M.**: 1267, Prof. Asst. Gr-II, Periodical Section, CHMK Library, Univ. of Calicut
24. **Ashida K.**: 1268, Prof. Asst., Dept of English, Univ. of Calicut
25. **Sr Lilly P.V.**: 1269, Librarian (Gr.I), Little Flower College, Guravayoor, Puthenpalli (PO)- 680103

**Associate Membership**
1. **Shereena A.H.**: 1250, BLISc Student, M G University, Kottayam
2. **Sumico Reghunath**: 1251, BLISc Student, M G University Kottayam
3. **Sujinol**: 1252, BLISc Student, M G University, Kottayam
4. **Anu Velayudhan**: 1253, BLISc Student, M G University Kottayam
5. **Surendran**: 1254, BLISc Student, M G University, Kottayam
6. **Krishnan T.K.**: 1271, Librarian, Kendriya Vidyalaya No2, Govindapuram, Calicut-16
7. **Jisha Antony**: 1272, Prof. Asst Gr.I, University Library, CUSAT, Kochi-22
8. **Ajayan M.V.**: 1273, Library Asst., IIST, Trivandrum
9. **Bindu Johnson**: 1274, Little Flower College of Nursing, Angamaly- 683572
11. **Dinesh V.**: 1276, Prof. Asst. Gr.-II, CHMK Library, Univ.Library, Calicut-673635
12. **Durga Devi A.V.**: 1277, Prof. Asst. Gr.-II, Calicut Univ. Teacher Edn Centre, Calicut-673 001
13. **Anin Mathews Thomas**: 1278, Librarian, Grace Mount Residential School, Kumbanad, Tiruvalla, Pathanamthitta
14. **Hima G.**: 1279, Librarian, Kendriya Vidyalaya No.2, HAPP Campus, Thiruchirappalli, Tamil Nadu

**Ordinary Membership**
1. **Reshmi M. P.**: 1270, Asst. Librarian, Chimaya Institute of Technology (CHINTEC), Thottada (PO), Kannur

**Associate Membership**
1. **Sethulakshmi K.R.**: 1246, BLISc Student, M G University, Kottayam
2. **Anu Velayudhan**: 1247, BLISc Student, M G University Kottayam
3. **Sujimol P.T.**: 1248, BLISc Student, M G University Kottayam
4. **Gisha Surendran**: 1249, BLISc Student, M G University, Kottayam
5. **Sumico Reghunath**: 1250, BLISc Student, M G University, Kottayam
6. **Shereena A.H.**: 1251, BLISc (Student), M G University, Kottayam

**Update your Membership details**

KLA is in the process of updating the database of members. Please examine your contact details furnished in our website (www.keralalibraryassociation.org) and inform us the corrections / modifications / additions to be incorporated.

We are sure, on account of your transfer, new placements, retirement, relocation of your residence, etc., your address might have changed. We will greatly appreciate receiving your New Address – both official & residential – indicating your full postal address, Telephone/Mobile numbers and e-mail id.

Mail your details to kla.org@gmail.com (indicate Name and membership number in the subject line).
Ph.D. Awardee in LIS

Shri Sainul Abideen P. has been awarded PhD in Library & Information Science by the University of Pune for his topic “A Study of Interoperable e-Governance Metadata Model”, under the supervision of Prof. ARD Prasad, Head, Documentation Research and Training Centre (DRTC), Indian Statistical Institute, Bangalore.

Dr. Sainul Abideen is presently working as Librarian of Indian Institute of Science Education & Research (IISER), Thiruvananthapuram.

New Head to DLIS, Univ. of Kerala

Dr. K.P. Vijayakumar, Associate Prof. and also Executive Committee Member, KLA has taken the charge of Head of the Department of Library & Information Science, University of Kerala on 31 March 2012.

Assumes charge

Dr. A. Gopikuttan, Associate Professor and Head, Department of Library and Information Science has taken charge as the Hon. Director of University Institute of Technology (UIT), which consists of 12 centres, w.e.f. 1.2.2012.

Smt. L. Saraswati has assumed charge as Deputy Librarian-in-Charge, Kerala University Library, Palayam, Thiruvananthapuram on 1 April 2012.

Retirements

♦ Smt. Laila C.S. retired as Deputy Librarian (i/c) of University Librarian, University of Kerala on 31 March 2012.
♦ Smt. P. K. Rajamma retired as Librarian T9 of Central Tuber Crops Research Institute, Sreekariyam, Thiruvananthapuram on 31 May 2012.

Inviting comments and suggestions

KLA website, www.keralalibraryassociation.org is undergoing a redesigning to make it more content rich and interactive.

You may send comments and suggestions to kla.org@gmail.com

Virtual Reference Service: A Golden Opportunity to Embed the Libraries in the Academic Environment (Continued from page 2)

As a result, people are directed to quality resources by librarians who use their research experience and expertise to effectively find information through the Internet and the library’s online subscription databases.

In this service, just as library professionals assist someone who would come to the reference desk in a library, they help someone on chat. For example, similar to a student who would come to the reference desk looking for information about a topic for homework, a paper, or a project, the staff talks with him/her through the chat to narrow down and direct him/her to what they need.

Over a period of time, in western countries, the service has become so popular that it began to be made available 24 hours a day and seven days a week by a group of libraries entering into a tie up. In the normal course, local librarians monitor the chat service during regular business hours. When a local librarian is unavailable, the chat is directed to the co-operative where another professional librarian, who may be out of the area will assist. Virtual Reference Service thrives on the strength of librarians who are trained in finding reliable sources and have access to databases and academic materials.

They also guide them through the process of navigating websites. In other words, this service goes a long way in making the users information literate. Chat reference is a convenience for some students, and a necessity for many, especially distance education students who might be anywhere in the country, or even the world.

Benefits of Virtual Reference Service

1. It will save the time of the user.
2. Through this, libraries can break down barriers with the users.
3. It can expand the library’s effective service hours.
4. It gives an opportunity for library co-operation.
5. It helps build good relationships with the clients.
6. It gives an opportunity for the libraries to effectively use the ICT revolution.

Conclusion

Virtual Library Service is not confined to university libraries alone. It is widely practiced in public libraries too. A typical example is Rochester Public Library which was one of the pioneering library systems to join the AskMN 24/7 Statewide Virtual Reference service in April 2008. (See http://rochpublibrary.wordpress.com/). This service coupled with information commons is playing a major role in bringing the users back to the fold of the library. It is high time that our libraries – academic, public and special – resort to high impact services which do not cost much if the available technologies are effectively used.
Forthcoming Programmes
July-December 2012

♦ Talk on “Intellectual Property Rights: A Public Perspective” by Adv. Binoy K. Kadavan (High Court of Kerala) on 10 July 2012 at the Ernakulam Public Library Hall, organized jointly by KLA Ernakulam Region and Ernakulam Public Library.

♦ One day Linux Training Programme on August 18, 2012 at St. Joseph’s College of Engineering and Technology, Palai, Kottayam, organized by KLA, Kottayam Region in collaboration with St. Joseph’s College of Engineering and Technology, Palai.

♦ National Workshop on E-Granthalaya during 11-13 September 2012 at the LBS Institute of Technology for Women, Poojappura, Thiruvananthapuram, organized by KLA State Committee in collaboration with the National Informatics Centre, New Delhi.

♦ Seminar on “Technology Management in Modern Libraries” at 2.00 pm on 20 October 2012 at the Seminar Hall, College of Horticulture, Thrissur, organized jointly by KLA Thrissur Region and College of Horticulture, Kerala Agricultural University, Thrissur.

♦ Talk on “Is LIS Profession at Crossroads?” by Dr. Kaiser M. Khan, Associate Professor, Dept of Library and Information Science, Mangalore University on 16 Nov. 2012 at 3 pm at the DLIS Lecture Hall, Kerala University Library, Palayam, Thiruvananthapuram, organized by KLA State Committee.

♦ Invited Talk on “Impact of Mass media on Reading” by Mrs Priya A.S., famous Malayalam novelist and short story writer on 21 Nov. 2012 at Library Hall, CUSAT, Cochin, organized by KLA Ernakulam Region.

♦ Invited Talk on “Reengineering Library Services” by Dr. M.D. Baby, Professor and Head, DLIS, Rajagiri College of Social Sciences on 16 Nov. 2012, at MG Univ. Library Hall, organized by KLA Kottayam Region.


♦ Seminar on “Public Relations in Libraries”, in Dec. 2012, organized by KLA Thrissur Region

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