

IMSC ONE-DAY MEET

The Role of the Physical Library in the Era of Internet

Invited Talk On

***“The Future of Physical Libraries in the Digital Era:
Success Principles and Strategies”***

By

Dr. R. Venkata Kesavan

General Manager & Head

Times Archives & Knowledge Centre (TAKC)

The Times of India Group, Mumbai

venkata.kesavan@timesgroup.com

Mumbai



29 December 2023

Presentation Outline

- ▶ Physical Library & Information Services (LIS) in the Digital Era!
- ▶ The Need for Transformations of Physical Library & Information Services
- ▶ Key LIS Areas Identified & Recommended Strategies for Transformation
(*Seven Key Areas in Libraries for Transformation - Success Principles*)
 - ▶ C1. Core Philosophy
 - ▶ C2. Customers
 - ▶ C3. Contents
 - ▶ C4. Convergence
 - ▶ C5. Costs
 - ▶ C6. Communications
 - ▶ C7. Competencies
- ▶ Best Practices & Way forward for offering LIS in the Digital Era!
- ▶ Benefits of Transformed Physical Library and Information Services
- ▶ Issues and Challenges Faced in Offering LIS
- ▶ The Concluding Remarks!



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Physical Library & Information Services (LIS) in the Digital Era!

- ▶ Over the years, **Libraries world-wide** have seen a “sea change”...
- ▶ Libraries Transformed from **Physical > Hybrid > Digital Library> Online Library > Virtual**
- ▶ While change is constant - **Libraries continue to play a central role in selection, collection, processing, preservation and dissemination information in 24x7**
- ▶ **COVID-19 pandemic situation#**, has yet again **highlighted importance of libraries in disseminating** information - in that **human touch-less era** - on **digital touch-screen!**😊
- ▶ Libraries help the Users in combating “**infodemic**”- particularly on Social Media!
- ▶ While the “**Pandemic lockdown**” has restricted physical access to Library facilities, accepting this challenge the **LIS Professionals have designed and been offering value-added information services** - be it *Academic, Special and Public Libraries!*
- ▶ This talk is about **how the LIS Professionals continue to add value to their user groups** - in this **post-Covid Era** and would go Beyond - by transforming the **Physical Library and Information Services** in the current **Digital Era!**
- ▶ **Times Archives & Knowledge Centre (TAKC)** - is used as the “Business Case” in the subject context!
- ▶ #The epidemics of COVID-19 started from Wuhan, China in December 2019 - WHO



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The Need for Transformations of Physical Library & Information Services

- ▶ In this Digital Era - **Old way offering LIS will not work**, because...**Covid Moved Our Cheese!**
- ▶ Lockdown restrictions have surely **changed the way LIS Professionals Operate / Users Seek & Use Information**
- ▶ Currently the **Library Users need information anywhere - anytime** - mostly on their mobile devices - they need ready-to-use (**instant information with 24x7 access**)
- ▶ In this post-Covid era also - **Users (even LIS Staff!) now hesitate to have access to physical form of library resources** (e.g. *Books & other Published Materials; Archival Collection*)
- ▶ **Remote - working, teaching, learning, & training** have made a paradigm shift in information seeking, access & use - **mostly in digital & online formats**
- ▶ In the current **“Hybrid-work situation”** - Users have a **very limited time to access information and use them** for their various needs / purposes
- ▶ Therefore, it is the need of the hour for **ensuring Transformation in Physical Library & Information Services** -in a professional way!
- ▶ While transformation in Libraries can't take place overnight - it has to be gradual, and it has **to be aligned with the Business Objectives & Goal of the Parent Organization!**

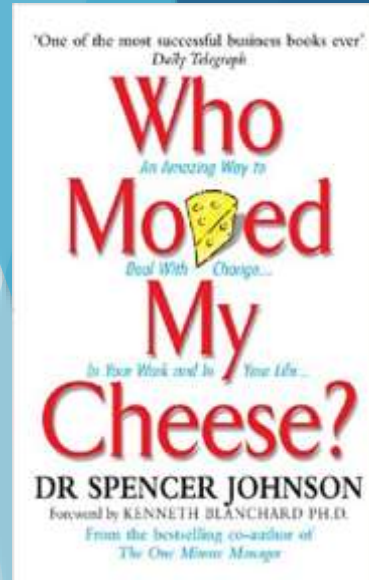


Image Source:
© www.amazon.in

“The measure of intelligence is the ability to change.” -Albert Einstein

- ▶ 7 Key Areas (Success Principles) in Libraries to consider while looking at Transformation!
 - ▶ 1. Be clear on your Library's Core Philosophy
 - ▶ 2. Know your Customers and their Information Needs & Information Seeking Behaviours
 - ▶ 3. Facilitate smart access to High-quality Contents to Customers
 - ▶ 4. Have a greater synergy of Convergence for LIS facilities management
 - ▶ 5. Have a complete control on Costs of LIS operations
 - ▶ 6. Deploy effective and efficient Communication tools & techniques in LIS processes
 - ▶ 7. Have a suitable LIS Team with right Competencies and skills for the right jobs

“Librarians are just like search engines, except they smile and they talk to me and they don't give me paid-for advertising when they are trying to help. And they have actual hearts.” - Matt Haig



Image Source:
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C1. Be clear on your Library's **Core Philosophy** (e.g., of TAKC)

- ▶ **Vision** (e.g., *To have a centralised mass media library and archival facility for The Times Group for meeting the information needs of its employees*)
- ▶ **Mission** (e.g., *To act as the value-added knowledge centre for company-wide information users from Editorial Depts. and other Business Functions by facilitating access to high-quality information sources in support of the various business operations of the Company*)
- ▶ **Objectives & Goals** (e.g.)
 - ▶ To maintain the in-house '**Corporate Library and Archives**' with a Special Collection of high-quality mass media industry specific information sources, with access facilities in 24x7
 - ▶ To offer '**On-Demand Business Information Services and Products**', specially customised to suit the current information needs of internal users
 - ▶ To offer a range of Knowledge Based '**Proactive Business Information Services**' tailor-made to suit the current as well as future information needs of various internal users and in keeping the '**Company - Future-Ready**'!
 - ▶ To '**Monetize the Times Group Archival Information Resources**', by extending services to external users



Image Source:
©The Times Group

C2. Know your Customers and their Information Needs & Information Seeking Behaviours (e.g., TAKC Users)

Users' Knowledge Domains	Information Needs (e.g.)	Information Sources (e.g.)
<ul style="list-style-type: none"> <input type="checkbox"/> Editorial Functions (in Multimedia) <input type="checkbox"/> Media Brands Management & Publishing <input type="checkbox"/> Advertising, Marketing & Sales <input type="checkbox"/> Circulation & Readership Development <input type="checkbox"/> Production & Printing <input type="checkbox"/> HRM, Learning & Development <input type="checkbox"/> Accounts, Finance & Auditing <input type="checkbox"/> ICT Applications & Modernisation <input type="checkbox"/> Infrastructure & Facilities Management <input type="checkbox"/> Supply Chain & Commercial <input type="checkbox"/> Company Affairs & Legal <input type="checkbox"/> LIS, KM & Archival Services 	<ul style="list-style-type: none"> ❖ Editorial Contents (News & Views) ❖ Ad spend data ❖ Business/ Brand/Product/Service Profiles ❖ Market Information and Environment Scanning ❖ New Product / Service Launches ❖ Customers monitoring and Consumer insights ❖ Market research reports ❖ Competition monitoring ❖ Supply Chain info ❖ Govt. regulations ❖ Legal information ❖ HR, IT and LIS knowledge / know-how 	<ul style="list-style-type: none"> ➤ Newspapers ➤ Magazines and Journals ➤ Books (<i>also</i> Summaries / Reviews) ➤ E-paper and E-zine Archives ➤ Industry/Sector Reports ➤ Commercial Databases ➤ TV Channel Websites ➤ Corporate Websites ➤ Govt. Websites ➤ Consulting Firm websites ➤ Ads (in multimedia format) ➤ Social Media Sites ➤ Internet Search engines / directories ➤ Others (Blogs, Whitepapers, Scholarly Articles, Podcasts, Videos, etc.)



Image Source:
© routledge.com

"Bad libraries build collections, good libraries build services, great libraries build communities." -R. David Lankes

C3. Facilitate Smart & Innovative Access to High-quality Contents (e.g. TAKC)

- ▶ For the **TAKC Users**, getting access to high-quality information for satisfying their dynamic information needs on time is always a must
- ▶ We have developed and adopted some **smart & innovative strategies for the LIS offerings**, by keeping their **Users' (customers')** information needs into consideration
- ▶ In TAKC, since 2006, **almost in all areas of LIS operations**, we have implemented **innovative strategies, transformed our Library & Archival Facilities**, covering...
 - ▶ *Newspaper Digital Archiving*
 - ▶ *E-paper Archives*
 - ▶ *Photographs Digital Archiving*
 - ▶ *Online Information Services*
 - ▶ Email & **WhatsApp** based *Proactive Information Services*, etc.
 - ▶ Since March 2020 - We **have further improved the overall quality of our service offerings** and in the process, have been **adding value** to our “Parent Organization”, “Users” and “LIS Staff

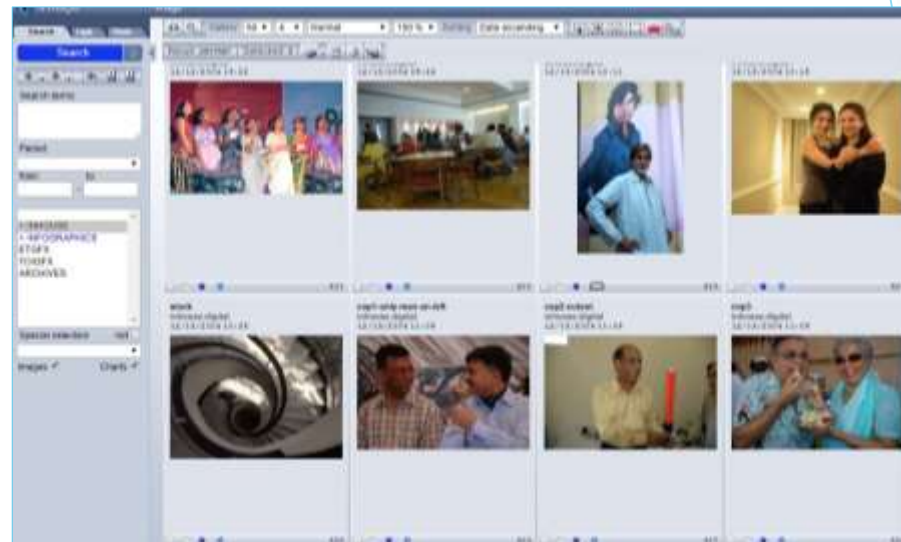


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C3. Facilitate Smart & Innovative Access to High-quality Contents...

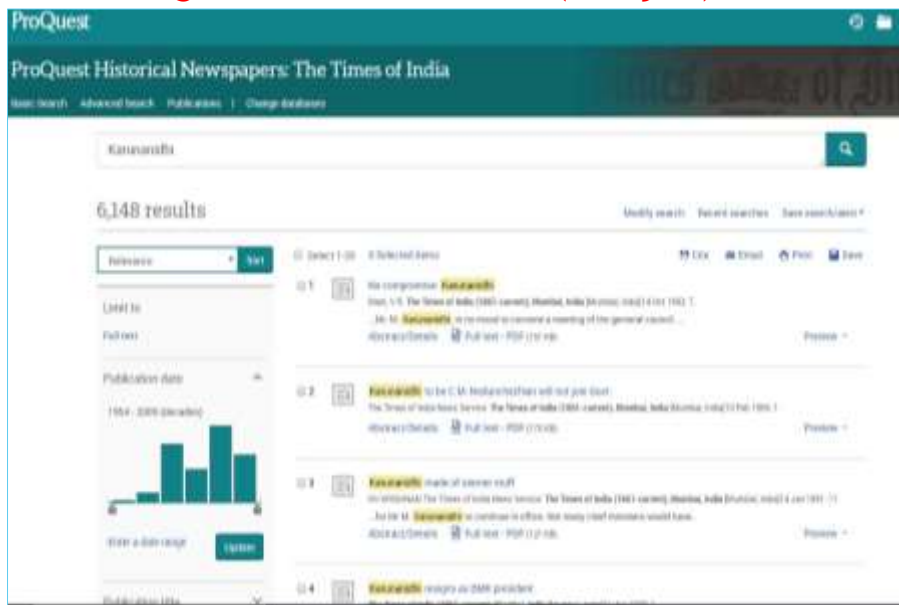


Digitized-Photo Archives (Comyan)



Born-Digital Photo Archives (Comyan)

About
5 Million items
1838+



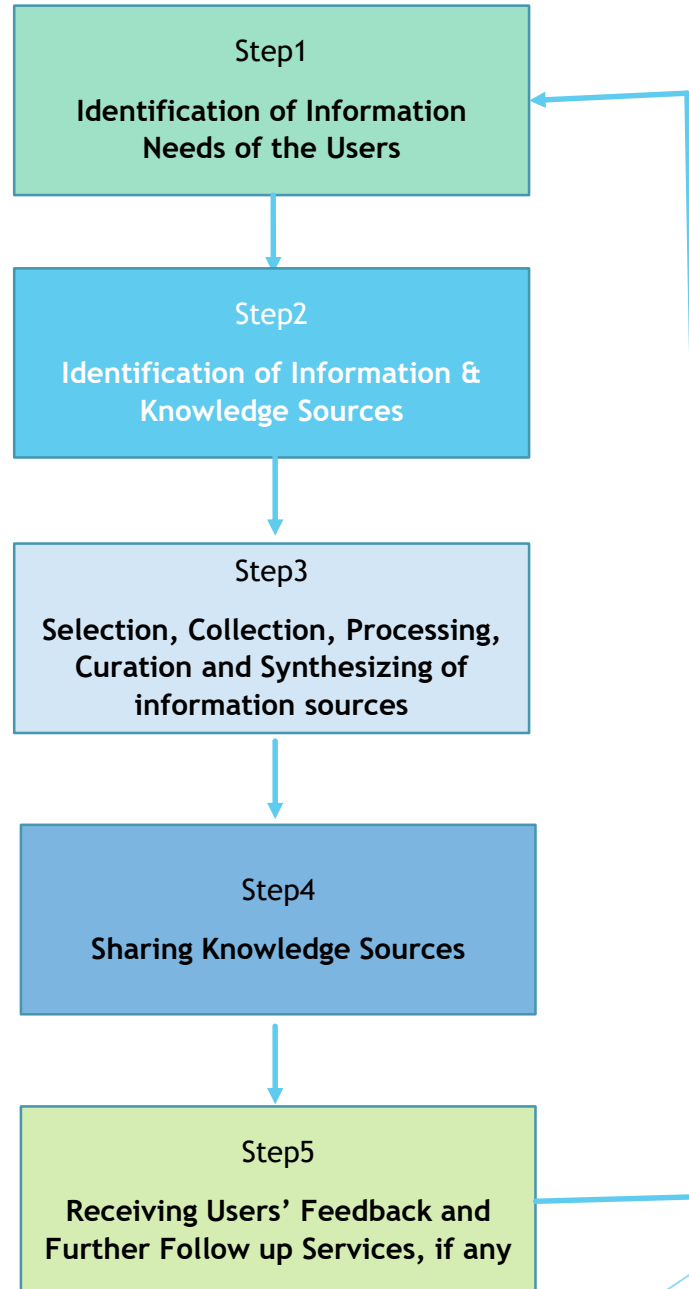
TOI Digital Archives (on ProQuest)



TOI ePaper Archives

TAKC's Digital Information Services - Steps Followed

“Librarians are just like search engines, except they smile and they talk to me and they don't give me paid-for advertising when they are trying to help. And they have actual hearts.” - Matt Haig



Step Description	Process Details / Methods	Remarks
<p>Step1 Identification of Information Needs of the Users</p> <p>(e.g.) Information Needs of In-house Media Brand Teams</p>	<ul style="list-style-type: none"> ➤ One-to-one, via Phone & In-person requests ➤ Request by email / WhatsApp ➤ Request via MS-Teams ➤ Formal User Surveys ➤ Group Discussions ➤ TAKC Team - via Proactive Business Environment Scanning ➤ Top Management Strategic Communications, etc. <p>(e.g. Information on Competitive Media Brand Promotion Activities - via email request)</p>	<p>Information needs are gathered using more than one channel and tools by the TAKC staff and with clear understanding of the subject, type of information sources required, use purposes, business context, deadlines, etc.</p> <p>(e.g. Brand Promotion Activities of Top 5 English Newspapers in India to be compiled for brand strategy meeting in two weeks)</p>
<p>Step2 Identification of Information & Knowledge Sources</p>	<ul style="list-style-type: none"> ➤ In-house Library/Archives ➤ External Commercial Sources ➤ Public Domain Internet Sources <p>(e.g. Competitive Media Brand Ads, News Clippings, Articles, Interviews, Trend Reports, etc.)</p>	<p>Matching with the users' queries, TAKC Team identifies the relevant information sources and makes them ready for the next step.</p>
<p>Step3 Selection, Collection, Processing, Curation and Synthesizing of information sources</p>	<ul style="list-style-type: none"> ➤ Based on the types of information sources, the selected items are then curated and synthesized with all relevant metadata, including key insights and the summary of the content to be shared is compiled digitally, as per the TAKC SOP (Standard Operating Procedures). <p>(e.g. post-quality check - for authenticity, relevance, currency, etc., selected information sources are compiled in a report format - as a special knowledge source)</p>	<p>In this step, the right information source is converted as the ready-to-use knowledge source for the user(s), which are then shared, as explained in the next step.</p> <p>(e.g. A "competitive media brand communication dossier" is compiled covering selected ads, published materials and related reports.)</p>
<p>Step4 Sharing Knowledge Sources</p>	<ul style="list-style-type: none"> ➤ Curated and synthesized knowledge sources already compiled are converted into a ready-to-use digital file format with relevant metadata and content description details and then shared via secured content sharing tools like - email / WhatsApp / intranet. <p>(e.g. A report of competitive media brand promotion activities - in PDF file format.)</p>	<p>In this stage, the TAKC Team, as per the SOP, shares the curated and synthesized knowledge sources, by matching the information needs of the users.</p> <p>(e.g. Report in PDF file format sent via email to the users.)</p>
<p>Step5 Receiving Users' Feedback and Further Follow up Services, if any</p>	<ul style="list-style-type: none"> ➤ Post service delivery, in case the users need more input, then they can communicate the same via email / phone / WhatsApp, etc., including positive / negative / neutral feedback about the TAKC service quality. 	<p>Any such additional requirements are again fulfilled, similarly. If there is no further requirements, then the service step ends here, and feedback is recorded for MIS & evaluating TAKC staff performances.</p>

SELECTED MENU OF MASS MEDIA INFORMATION & KNOWLEDGE SERVICES OF TAKC

SN	Service Brand Name (Tag line)	Product Description [Proactive (P) / On-Demand (OD)]
1	TAKC CurrentNews (Daily Dossier!)	A daily update of current news, views, articles, interviews on various subjects published by selected competitive media publications on their official websites, shared in an index format with direct links to sources. - (P & OD)
2	TAKC AdServe (Your Advantage!)	Print ads compilation service, covering competitive media brand ads and key client ads, on various products and services tracked from newspapers and magazines, shared in digital form. - (P & OD)
3	TAKC BusinessBuzz (Abundance of Opportunities!)	Business information news digests, a synthesised compilation of current and future media business opportunities in various sectors tracked from newspapers and magazines - weekly email alerts. - (P)
4	TAKC SectorSelect (Knowledge Companion!)	Specially synthesised compilation of industry / sector knowledge sources / reports on various business domains / business verticals tracked from several online information sources and shared. - (OD)
5	TAKC LightRead (Worth Reading!)	A weekly curated knowledge sharing service of useful articles written by industry experts on various subject areas. - (P)
6	TAKC BooksNow (Ready4Readers!)	A special curated knowledge sharing service featuring useful Open Access eBooks on various subject areas, shared with bibliographical details, contents, a brief book summary and link to the source. - (P)
7	TAKC PodCaster (Ample Ideas!)	A weekly curated knowledge sharing service on interesting and popular Podcasts on various subject areas, broadly connected with the business management functions of the Company. - (P)
8	TAKC TubeTalk (Expert Knowledge!)	A weekly curated knowledge sharing service featuring interesting, useful and popular online Videos Talks / Lectures, Debates, etc., presented by various Global Domain Experts, on various subject areas. - (P)
9	TAKC ScholarsZone (Best of Knowledge!)	A weekly curated knowledge sharing service on Open Access Scholarly Articles on business management related topics. - (P)

C3. TAKC -Information & Knowledge Services: Names and Branding...

TAKC **AdServe**
Your Advantage!

TAKC **AllianZscope**
Art of Deals!

TAKC **ArticlesAlert**
Source of Intellect!

TAKC **BooksNow**
Ready4Readers!

TAKC **BigTalk**
Insights Inside!

TAKC **BusinessBuzz**
Abundance of Opportunities!

TAKC **CurrentNews**
Daily Dossier!

TAKC **Data-Rich Reports**
Enrich your knowledge!

TAKC **FirstEdits**
Impactful Opinions!

TAKC **LightRead**
Worth Reading!

TAKC **MIND**
Instant Knowledge!

TAKC **MusicWeek**
Musical Musings!

TAKC **ScholarsZone**
Best of Knowledge!

TAKC **SectorSelect**
Knowledge Companion!

TAKC **SMEConverge**
Small is Beautiful!

TAKC **WhitePaper**
Open Knowledge!



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TAKC CurrentNews Update – December 27, 2023

Please click on the **Subject Links** to reach the respective section. Please click on the **Go to Source Link** to read the news report online from the respective sources. (Reports connected with **media industry** are highlighted in **bold** on the headlines)

Business & Economy	Politics & Governance	Society & Culture	Sports & Entertainment
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Business & Economy

[Back To Subjects](#)

SN	News Headline	Date	Go to Source Link
1	Magicbricks' 'NoMoreTaalna' campaign bolsters 2024 homeownership resolutions	27-12-2023	https://bestmediainfo.com/2023/12/magicbricks-nomoretalna-campaign-bolsters-2024-homeownership-resolutions
2	Dish TV: 2 additions to board as shareholders reject candidature of independent directors	27-12-2023	https://www.exchange4media.com/media-tv-news/dish-tv-shareholders-reject-candidature-of-remaining-independent-directors-131635.html
3	Mergers, acquisitions and rights: here's what made news in 2023	27-12-2023	https://www.afaqs.com/news/media/mergers-acquisitions-and-rights-heres-what-made-news-in-2023
4	Government initiates deep fake crackdown, urges social media platforms to adhere to IT Rules	27-12-2023	https://www.afaqs.com/news/social-media/government-initiates-deep-fake-crackdown-urges-social-media-platforms-to-adhere-to-it-rules
5	Aashirvaad gives consumers 'quality certificate' for Atta in new campaign	27-12-2023	https://bestmediainfo.com/2023/12/aashirvaad-gives-consumers-quality-certificate-for-atta-in-new-campaign
6	Croma's Year-End Campaign: Embrace the New, Ditch the Old	27-12-2023	https://www.adgully.com/croma-s-year-end-campaign-embrace-the-new-ditch-the-old-140383.html
7	Sony YAY!'s The Giant Wheel Festival witnesses success in Delhi	27-12-2023	https://www.adgully.com/sony-yav-s-the-giant-wheel-festival-witnesses-success-in-delhi-140376.html



TAKC ArticlesAlert – December 18, 2020

Please click on the *Subject Links* to reach the respective section. Please click on the *Go to Source Link* to read the selected *Articles online* from the respective competitive media sources. (In case, if any of the above *Article Source Links* are not working, kindly get back to tkc.ta@timesgroup.com).

Business & Economy	Covid-19	Politics & Governance	Society & Culture	Sports & Entertainment	Global
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Business and Economy

[Back To Subjects](#)

1	Article Title & Date	<i>The fate of a whistle-blower in a Tata company</i> , December 11, 2020.
	Intro	The Whistle Blower Act was passed in the year 2011. Ostensibly intended to “provide a mechanism to investigate alleged corruption and misuse of power by public servants and also protect anyone who exposes alleged wrongdoing in government bodies, projects, and offices” – whether fraud, corruption, or mismanagement. Unfortunately, there is no law in place for the private sector. Although most progressive companies have theoretically put in place policies for protection so that appropriate action can be initiated when instances of malfeasance are brought to light...”
	Go to Source Link	http://mainstreamweekly.net/article10201.html
2	Article Title & Date	<i>How Mohit Aron's Indian Hometown Inspired His Unicorn Company</i> , December 10, 2020.
	Intro	"Physical place is often a powerful influence on entrepreneurs. One thinks of Steve Jobs growing up in the suburbs south of San Francisco. The unique mashup of cultural rebels and computer geeks inspired Jobs to locate Apple at the intersection of science and art. It's still the Apple address..."
	Go to Source Link	https://www.forbes.com/sites/richkarlgaard/2020/12/10/how-mohit-aron-s-indian-hometown-inspired-his-unicorn-company
3	Article Title & Date	<i>The Facebook Antitrust Case Is a Vital First Step. But More Needs to Happen</i> , December 11, 2020.

TAKC AdServe: Competitive Media Brand Ads Compilation Service









TAKC:BUSINESS INFORMATION SERVICES

To TAKC:BUSINESS INFORMATION SERVICES

Cc Dr. R. Venkata Kesavan

Reply

Reply All

 Business Standard Subscription Promo - Business-standard.com.jpg 103 KB	 Deccan Herald Subscription Promo - Deccanherald.com.jpg 70 KB
 India Today Brand Promo - Indiatoday.in.jpg 248 KB	 Mint Subscription Plans - Livemint.com.jpg 82 KB
 Newsweek Subscription Promo - Newsweek.com.png	 Newsweek Subscription Promo2 - Newsweek.com.png



Dear Colleague,

Please find attached the following **Competitive Media Brand Ads** tracked during the period **Dec 16-22, 2023**:

1. Business Standard Subscription Promo – **Brand Promotion**, sourced from *Business-standard.com (Online)*, December, 2023
2. Deccan Herald Subscription Promo – **Brand Promotion**, sourced from *Deccanherald.com (Online)*, December, 2023
3. India Today Brand Promo – **Brand Promotion**, sourced from *Indiatoday.in (Online)*, December, 2023

TIMES ARCHIVES & KNOWLEDGE CENTRE

BUSINESS BUZZ
No. 824
Dec 16, 2020

TAKC Business Buzz
Abundance of Opportunities!

SECTORAL ALERTS

[APPARELS \(3\)](#) | [AUTOMOBILES \(12\)](#) | [AVIATION \(1\)](#) | [BANKING \(20\)](#) |
[BEAUTY \(4\)](#) | [CONSTRUCTION EQUIPMENT \(1\)](#) |
[CONSUMER DURABLES \(3\)](#) | [COURIERS \(3\)](#) | [CREDIT CARDS \(2\)](#) |
[EDUCATION \(2\)](#) | [ENTERTAINMENT \(8\)](#) | [FMCG \(10\)](#) | [FOOD \(9\)](#) |
[FOOTWEAR \(1\)](#) | [HEALTH \(4\)](#) | [HOTELS \(4\)](#) | [INFRASTRUCTURE \(4\)](#) |
[INSURANCE \(6\)](#) | [INTERIORS \(4\)](#) | [IPOs/FUNDS \(3\)](#) | [IT/ITeS \(7\)](#) |
[JEWELLERY \(2\)](#) | [LIFESTYLE \(2\)](#) | [M & A \(5\)](#) | [PHARMACEUTICALS \(6\)](#) |
[REAL ESTATE \(5\)](#) | [RECRUITMENT \(9\)](#) | [RETAIL \(9\)](#) |
[TELECOMMUNICATIONS \(6\)](#) | [TOURISM \(3\)](#)

To access 'Business Buzz Archives,' please log on to Timescape Teams Room

TIMES ARCHIVES & KNOWLEDGE CENTRE

SECTORAL ALERTS

APPARELS


- India's leading player in the home textile category, **Trident Group** rolls out exciting digital campaigns across platforms to announce the expansion of its towel portfolio with the launch of three uniquely designed offerings. Placing an enhanced focus on wellness, hygiene, and performance, the new product ranges – Tri-Safe, FaBo, and Play aim to meet evolving consumer preferences.
www.medianews4u.com, December 14, 2020 [Fulltext](#)
- Grofers** eyes fashion segment for higher margins, to stick to private labels. The online grocery chain which has a strong play in the private labels segment across categories, is likely to follow this strategy in the fashion segment.
[Business Standard](#), December 11, 2020 [Fulltext](#)

AUTOMOBILES

- On this day, 37 years ago, the first locally made **Maruti 800** was delivered to Harpal Singh. The Japanese carmaker, which entered the Indian market as a joint venture with the Government of India, has come a long way, creating several milestones. With 15 models and a market share of close to 50 per cent, it rules the Indian market, selling almost 1.5 million units every year – rolling out one model every ten seconds.
[Business Standard](#), December 15, 2020 [Fulltext](#)
- Ather Energy**, India's first smart electric vehicle manufacturer, launches its first TVC campaign during the India-Australia T-20 series. The TVC aims to gain mindshare for Ather as a 'Make in India' company, which is part of a visionary ecosystem of products and services carefully poised to redefine automobiles in India.
<https://bestmediainfo.com>, December 15, 2020 [Fulltext](#)
- Homegrown ride hailing company **Ola** to set up a manufacturing hub for electric two-wheelers in Tamil Nadu, signs a MoU with the state government. The planned unit would entail an investment of ₹2,400 crore, employ as many as 10,000 people and would have an initial production capacity of 2 million vehicles annually.
[The Economic Times](#), December 15, 2020, Jacket p.2 [Fulltext](#)

To access 'Business Buzz Archives,' please log on to Timescape Teams Room

TAKC - Information & Knowledge Sharing Services : Product Examples...

SRNO	Product/Service Segment	Article/News Item Title	Byline	Source	Market Intelligence Digest	Full-text File name (Online @ Timescape)
<p>TAKC Market Intelligence News Digest (TAKC-MIND)</p>  <p>Issue 55 Sept-Nov 2020</p>						
1	Advertising & Marketing	Television advertisements hit record high in season of festivals and IPL	By Gaurav Laghate, ET Bureau	The Economic Times, November 6, 2020 p.5	Advertisers back in full force on TV this festive season, with volumes spiking to record levels in the second half of October in the run-up to Diwali. Advertising volumes on TV surged to 37.9 million seconds in week 42 (October 17-23) and 38.7 million seconds in week 43 (October 24-30), according to viewership monitoring agency BARC India. That's equivalent to more than 1,500 hours of advertising everyday over the week across TV channels.	https://economictimes.indiatimes.com/industry/services/advertising/tv-ads-hit-record-high-in-season-of-festivals-and-ipl/articleshow/79069116.cms?from=mdr
2	Advertising & Marketing	DSM India launches second Project Streedhan campaign	exchange4media Staff	www.exchange4media.com, September 12, 2020	The period of January to August 2020 saw a resurgence in ad insertions for both TV and Digital after the lockdown. According to the TAM AdEx report for January-August (2019-20) ad insertions grew by 18% on TV and 35% on Digital during August compared to January. In the leading categories during July-Aug '20 on the basis of ad insertions, e-commerce-Media/Entertainment/Social Media topped in Digital. These sectors were also present among the Top 10 categories on TV.	https://www.exchange4media.com/advertising-news/dsm-india-launches-second-project-streedhan-campaign-107537.html
3	Advertising & Marketing	Brands plan ₹25,000 cr festive ad splurge	Saumya Tewari	Mint, September 9, 2020 p.6	Festive season advertising could hit ₹25,000 crore between October and December on the back of a gradual increase in consumer demand, and fresh content and live sports returning to television, said top media buyers at advertising agencies. With Diwali being celebrated in mid-November, the festive season is longer this year and with businesses opening up under Unlock 4, brands have a longer window to advertise.	https://www.livemint.com/brand-stories/festive-season-may-see-advertising-spends-touch-rs-25-000-cr-11599565271865.html
4	Advertising & Marketing - Automobiles	Auto cos kick off ₹1,500 cr ad blitz	Saumya Tewari, Malyaban Ghosh	Mint, September 17, 2020 p.1	Indian automakers have kicked off an advertisement and promotional blitz to stoke demand for cars during the festive season, which accounts for 25% of annual sales of these companies. The top auto firms are expected to spend more than ₹1,500 crore in advertising over the next three months as they introduce models and upgrade older ones, according to estimates by media buyers. Automakers are among the biggest advertisers in India, accounting for a tenth of overall spending.	https://www.livemint.com/companies/new/auto-cos-kick-off-1-500-cr-ad-blitz-11600302804725.html
5	Advertising & Marketing - Digital	Brands hit like button for social media ads this IPL as India's biggest sports event goes digital	Anumeha Chaturvedi, Gaurav Laghate	The Economic Times, September 18, 2020 p.7	Advertising expenditure on web platforms such as Facebook and Google's YouTube and other social media outlets could climb about a fifth for the current edition of the Indian Premier League (IPL), with the biggest event in the country's sporting calendar acquiring an increasingly digital accent.	https://economictimes.indiatimes.com/industry/services/advertising/brands-hit-like-button-for-social-media-ads-this-ipl-as-indias-biggest-sports-event-goes-digital/articleshow/78179464.cms
6	Advertising & Marketing - Mobile	45% Indian marketers planning to focus on mobile video in their	BestMediaInfo Bureau	Bestmediainfo.com, October 27, 2020	Asia Pacific is a leader in mobile adoption and will likely continue to be so with nearly all marketing professionals (95%) in the region considering mobile advertising effective. The onset of COVID-19 has further pushed the channel	https://bestmediainfo.com/2020/10/45-indian-marketers-planning-to-focus-on

MIND55-Sep-Nov '20

TAKC IdeasBlog Update - Avoid These 10 Business Habits to Increase Workplace Productivity!



TAKC:BUSINESS INFORMATION SERVICES

To Ramprasad Murali; Abhinav Kejriwal

Cc Dr. R. Venkata Kesavan



Mon 25-12-2023 09:25



Merry Christmas!

Dear Sir,

Please refer to a *Blog Post* titled, “*Avoid These 10 Business Habits to Increase Workplace Productivity!*”, by **Mario Peshev** (*Subject Expert*), published online @*entrepreneur.com*, December 20, 2023, which we are sharing in support of *Self-Directed Learning & Development* of our Colleagues.

Full-text Blogpost Link: <https://www.entrepreneur.com/growing-a-business/10-bad-business-habits-that-destroy-productivity/466381>

➤ **Author’s Opening Note:**

“Project schedules are often crucial for success, and any setbacks can be costly, both financially and in terms of one's reputation. While many elements can contribute to project delays, some of the most common culprits are business activities that impede progress. Let's delve into ten business actions that can obstruct project efficiency...”

➤ **Key Points Discussed**

1. **Excessive meetings** - *Meetings are necessary for communication, but too many can be counterproductive. Long, frequent meetings without clear aims can lead to decision gridlock and time wasted. To combat this, plan only necessary gatherings with well-defined objectives and promote explicit conversations.*
2. **Excessive analysis** - *Analyzing every aspect of a project can result in analysis paralysis. While comprehensive planning is vital, excessive scrutiny can decelerate progress.*
3. **Bureaucratic red tape** - *Overbearing bureaucracy, including layers of approvals and paperwork, can hinder project momentum. To mitigate the negative consequences, consider streamlining your processes and authorizing team members to make decisions within their areas of expertise.*
4. **Ambiguous communication** - *Inconsistent communication can result in misunderstandings and setbacks. Inadequate communication is the leading cause of project failure in 37% of cases. This statistic underscores the importance of effective and transparent communication in project management.*

TAKC HealthWatch (Selected Health Information Sharing Service!)



TAKC:BUSINESS INFORMATION SERVICES

To TAKC:BUSINESS INFORMATION SERVICES

Cc Dr. R. Venkata Kesavan

↩ Reply
↩ Reply All
→ Forward
⋮

Mon 18-09-2023 17:27



Dear Colleague,

We are sharing the **“TAKC HealthWatch”**, a *weekly update*, that covers *useful news reports, articles, research reports, advisory notes, comments, guidelines, tips, etc.* featuring contemporary issues and trends in the **Healthcare & Wellness** areas, published online. Through this service, as usual, we are sharing the details of selected information resources with relevant *Citation* and *Link* to download / read the same, at your leisure! Please find below the details of the information sources, which we have included in the **current update** of **TAKC HealthWatch!**

SN	Source Details (<i>Title, Date, Subject and Source Link</i>)
1	Love Eating Boiled Eggs? Here Are 6 Amazing Health Benefits , September 18, 2023, (Boiled Eggs – Health Issues) https://www.slurp.com/article/love-eating-boiled-eggs-here-are-6-amazing-health-benefits-1695017063998
2	Dengue: Top tips to prevent and protect yourself amid record fever outbreak , September 18, 2023, (Dengue Prevention Tips) https://www.hindustantimes.com/lifestyle/health/dengue-top-tips-to-prevent-and-protect-yourself-amid-record-fever-outbreak-101695009518955.html
3	Struggling With Chronic Cough? Deficiency Of This Vitamin Could Be The Culprit , September 15, 2023, (Vitamin B12 Deficiency – Health Issues) https://www.ndtv.com/health/struggling-with-chronic-cough-deficiency-of-this-vitamin-could-be-the-culprit-4391907

TAKC BooksNow Alert - Bad Beliefs: Why They Happen to Good People!



TAKC:BUSINESS INFORMATION SERVICES

To TAKC:BUSINESS INFORMATION SERVICES

Cc Dr. R. Venkata Kesavan

Reply

Reply All

Forward



Thu 14-09-2023 09:19

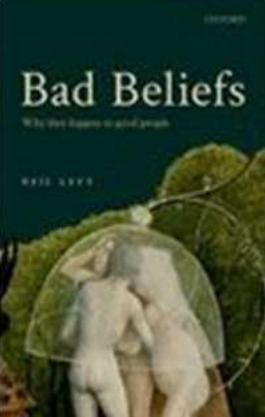


Dear Colleague,

As part of our regular knowledge sharing updates, in support of *Self-Directed Learning & Development* of our Colleagues, we share the details of the following **Open Access eBook**:

“Bad Beliefs: Why They Happen to Good People”, by Neil Levy, published by **Oxford University Press**; Oxford, 2022, 188p., ISBN: 9780191916144.

Source Link to Access the Open Access eBook: ([PDF](#) Version 1.4 MB). (DOI: <https://doi.org/10.1093/oso/9780192895325.001.0001>)

Book Cover	About the Book
	<p><i>“Why do people come to reject climate science or the safety and efficacy of vaccines, in defiance of the scientific consensus? A popular view explains bad beliefs like these as resulting from a range of biases that together ensure that human beings fall short of being genuinely rational animals. This book presents an alternative account. It argues that bad beliefs arise from genuinely rational processes. We’ve missed the rationality of bad beliefs because we’ve failed to recognize the ubiquity of the higher-order evidence that shapes beliefs, and the rationality of being guided by this evidence. The book argues that attention to higher-order evidence should lead us to rethink both how minds are best changed and the ethics of changing them: we should come to see that nudging—at least usually—changes belief (and behavior) by presenting rational agents with genuine evidence, and is therefore fully respectful of intellectual agency. We needn’t rethink Enlightenment ideals of intellectual autonomy and rationality, but we should reshape them to take account of our deeply social epistemic agency..”</i></p> <p>Keywords: belief, evidence, rationality, autonomy, nudging, social and political philosophy, metaphysics</p>

TAKC ScholarsZone - How to turn workplace boredom into something positive. A theoretical framework of the 'bright sides' of boredom!



TAKC:BUSINESS INFORMATION SERVICES

To TAKC:BUSINESS INFORMATION SERVICES

Cc Dr. R. Venkata Kesavan

← Reply ← Reply All → Forward ...

Wed 13-09-2023 09:12



Dear Colleague,

Please refer to an Open Access *Scholarly Article* titled, *“How to turn workplace boredom into something positive. A theoretical framework of the ‘bright sides’ of boredom!”*, by **Carina Schott & Caroline Fischer**, published in *Human Resource Management Review*, 2023, Vol. 33, Issue 2, pp. 1-14.

➤ **Full-text Article Link:** <https://www.sciencedirect.com/science/article/pii/S1053482222000766#s0075> | (PDF Link : 759 KB) | **DOI:** <https://doi.org/10.1016/j.hrmr.2022.100952>

➤ **Abstract:**

[“The management literature describes workplace boredom and related behaviors mostly as counterproductive. However, within the psychological literature, boredom is studied as a functional emotion, stressing a positive aspect in this unpleasant state. This article introduces this positive approach toward boredom to the management literature. Specifically, we provide a comprehensive theoretical model and testable propositions regarding how to foster the positive effects of employees' boredom in the workplace. Based on Job Demands-Resources (JD-R) theory, we argue that boredom is the result of job demands. However, in combination with the right job resources, boredom can actually lead to productive coping behaviors (i.e., task-unrelated thought, changing task engagement, and other task engagement). We identify three traditional and three boredom-specific job resources presenting managerial measures that facilitate positive outcomes of boredom. These job resources are located at the level of tasks, work organization, interpersonal and social relations, as well as the organizational level.”]

Keywords:

Workplace boredom; Coping behavior; Positive outcomes; Theoretical framework; JD-R theory

<<<

For your reference please.

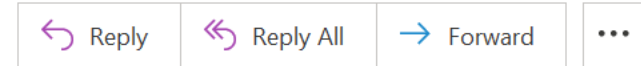
TAKC TubeTalk - How stress can affect your memory!



TAKC:BUSINESS INFORMATION SERVICES

To vineetjaintimes@gmail.com

Cc Dr. R. Venkata Kesavan



Fri 11-08-2023 09:21



Dear Sir,

Please find below the details of the selected *Video Talk*, which we have included in this update of '*TAKC TubeTalk*', in support of *Self-Directed Learning & Development* of our Colleagues. As usual, we are sharing the selected content details, in a *Digest* format with the relevant *Citation* and *Source Link* to view the *video* online, at your convenience!

>>>

“How stress can affect your memory”, *Video Talk* by **Dr. Nicole Byers** (*Neuropsychologist*), published by **TEDxSUNYUpstate Channel @ YouTube**, August 8, 2023.

Source Video Link: <https://youtu.be/XDrhs1vtMqk> (Duration – 00:09:38 Mins).

- **About the Video:** [*“Do you ever feel extra forgetful? In this fascinating talk, Dr. Nicole Byers reflects on the effect of stress on memory and how to use it to your advantage. Stress can certainly affect your short-term memory—but you can also recover it in stressful moments...*
- **Insights from this talk:**
 - *Our brains have an incredible capacity to store memory but not all of that information is accessible at once*
 - *There are different types of memory some memories come to mind almost automatically; Other memories take more brain power*
 - *Because some memories take more brain power and effort to recall they're also more prone to interference*
 - *Even though our memory storage is pretty impressive (five thousand iPhones big) and it's really easy to throw that active short-term memory off track is the problem*
 - *We live in a very distracting modern world and ignoring all those distractions and competing priorities takes up a lot of energy*
 - *When our brains are juggling 400 things we're more likely to make a memory error, then beating yourself up for the rest of the day for making that mistake*

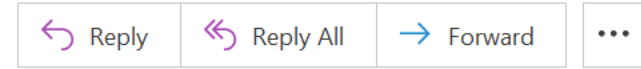
TAKC PodCaster Update - Leading a Workforce Empowered by New AI Tools!



TAKC:BUSINESS INFORMATION SERVICES

To TAKC:BUSINESS INFORMATION SERVICES

Cc Dr. R. Venkata Kesavan



Thu 07-09-2023 09:40



Dear Colleague,

Please find below the details of the selected *Podcast*, which we have included in this update of '*TAKC PodCaster*', in support of *Self-Directed Learning & Development* of our Colleagues.

>>>

“Leading a Workforce Empowered by New AI Tools”, *Podcast* hosted by Alison Beard with **Prof. Tom Davenport** (*Management and Information Technology, Babson College*), under ***HBR IdeaCast - Podcast Series***, published online @ hbr.org, August 29, 2023.

- **Audio Source Page:** <https://hbr.org/podcast/2023/08/leading-a-workforce-empowered-by-new-ai-tools> (**Duration:** 00:30:25)
- **About the Podcast:** [*“New AI technology enables anyone to become a programmer — opening doors to faster analytics and automation but also presenting big challenges. When any new technology comes into a workplace, you’ll usually see the IT department and a few other early adopters experimenting with it first. **Eventually though, as the tech becomes more user-friendly, there’s a tipping point where almost everyone could find a way to use it in their jobs, from the C-suite to the back office. Right now, artificial intelligence and specifically generative AI is having that kind of moment.** Organizations need policies and strategies to manage the chaos created by, what Tom Davenport calls, “citizen developers.” Davenport has been studying *how employees are using new AI tools and how companies can both encourage and benefit from this work.* In this episode **he suggests some practical ways for team and organizational leaders and IT departments to best oversee these efforts ...***
- **Key Points Discussed:**
 - The robotic process automation vendors introduced tools that were very easy to use and people could create their own kind of workflow automations and citizen data science.
 - Generative AI really takes it to the ultimate level where if you can write an English sentence or whatever language about what you want, it can produce code or do a

TAKC WhitePaper Sharing Service - 6G – Connecting a cyber-physical world!



TAKC:BUSINESS INFORMATION SERVICES

To TAKC:BUSINESS INFORMATION SERVICES

Cc Dr. R. Venkata Kesavan



Fri 19-05-2023 09:02



Dear Colleague,

Please find below the details of the selected *White Paper*, which, we have included in our update of **TAKC WhitePaper** sharing service, in support of *Self-Directed Learning & Development* of our Colleagues.

>>>

“6G – Connecting a cyber-physical world!”, *White Paper*, by **Gustav Wikström and Others (Subject Experts)**, published online @[ericsson.com](https://www.ericsson.com), February 2022.

Source Link: <https://www.ericsson.com/en/reports-and-papers/white-papers/a-research-outlook-towards-6g> **PDF** (1.54 MB 31 Pages)

Article Intro: [“5G expansion is continuing throughout the world, with networks providing new communication capabilities and services that are set to transform society. The next wave of development is now taking place through 5G Advanced, with improved capabilities in the areas of enhanced Mobile Broadband (eMBB), ultra-reliable low latency communication (URLLC), and massive Machine Type Communication (mMTC). **There is no doubt that the ongoing societal transformation will give rise to challenges that 5G will be unable to meet.** In 2030, society will have been shaped by 5G for 10 years, with lessons having been learned from 5G deployment, and new needs and services appearing. **Even with the built-in flexibility of 5G, we will see a need for expanding into new capabilities. This calls for further evolution—following the pull from society’s needs and the push from more advanced technological tools becoming available—that must be addressed for the 6G era when it comes...**”]

In light of the above, this whitepaper deals with:

- **The cyber-physical world of 2030**
 - 6G paradigm shift

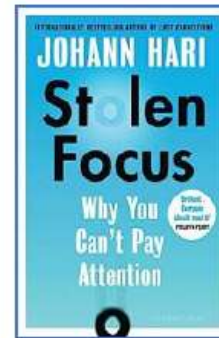
BOOK SUMMARY

Stolen Focus: Why You Can't Pay Attention

by Johann Hari

Bloomsbury Publishing, 2022, 340p.

© Johann Hari



ABOUT THE BOOK

“Johann Hari, the author of this book, has noticed that the struggle to focus is becoming an increasing problem in the world. After recognising his own struggle to stick with a task, **the author set out to discover why he and the rest of the world are losing the ability to concentrate.** The book *Stolen Focus* outlines the deep-rooted societal and institutional issues that Hari found along the way. **The author explores the trouble with digital technology, modern work practices, and 21st-century parenting with an open mind and an even hand.** It may be noted that "Stolen Focus" is not a self-help book filled with quick-fix solutions but it is a rallying cry and **a professional fight to reclaim focus by understanding what's behind the issue.**



For Business Users



For Editorial Users



Dear Colleague,

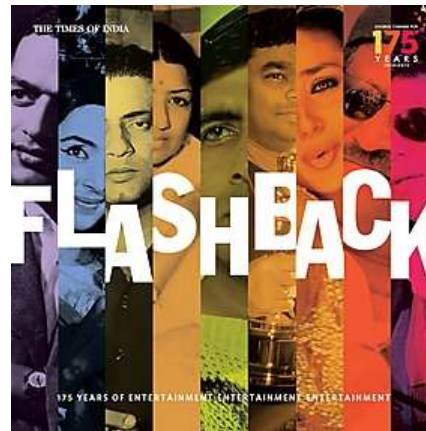
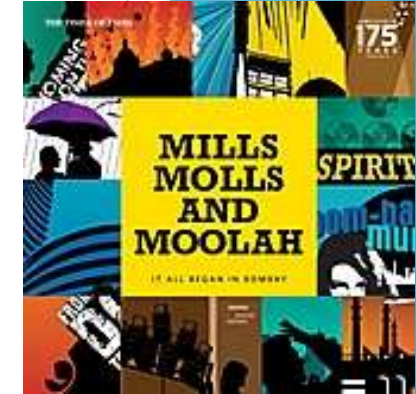
Please refer to the attached **TAKC CurrentNews Update (PDF Document)** with the compilation of *current news reports & magazine articles* tracked from various **competitive media online sources**:-

We have covered the following **major Subject Areas** in the attached compilation with **224** *current news items & articles*:

- Ø **Business & Economy**
- Ø **Politics & Governance**
- Ø **Society & Culture (including Environment)**
- Ø **Sports & Entertainment**

You can also refer to the **htm** version of the **Current News Compilation** attached

BCCL Books Published During TOI 175 Year Celebrations - 2013



All Images Source: © The Times Group

Types of Business Information Sources Shared by TAKC (2016-2022 MIS)

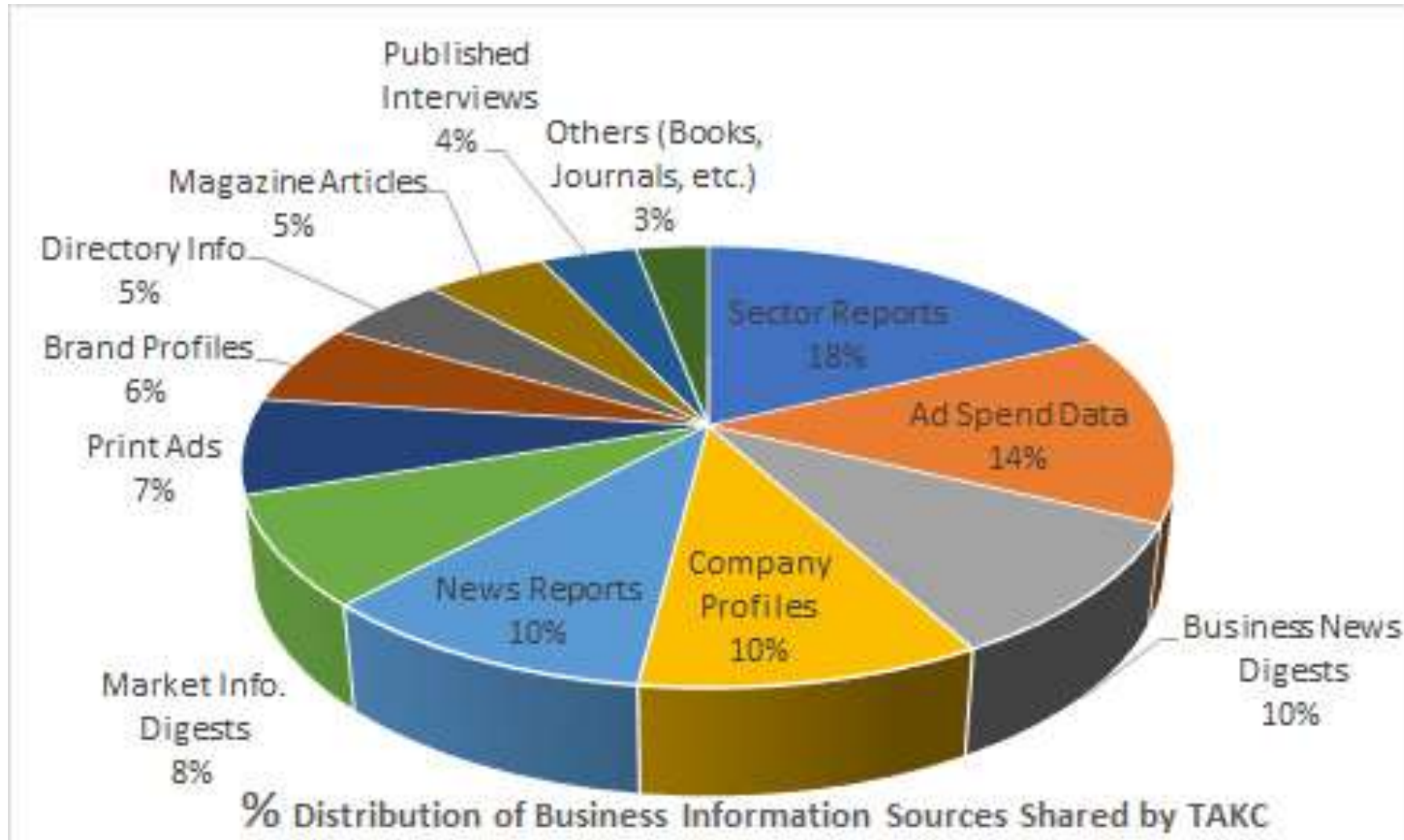


Image Source:
©The Times Group

▶ For the successful operations of any LIS facilities, effective convergence of the following are a must:

- ▶ Organizational Environment
- ▶ LIS Professionals
- ▶ Information Sources
- ▶ Space & Facilities
- ▶ ICT Tools & User Interfaces
- ▶ LIS Supply-chain

Convergence of all the above must lead to **reduced costs, high-quality information collection, preservation with smarter access facilities** for the ...
“Information Users”!

Users Always Trust LIS Staff!

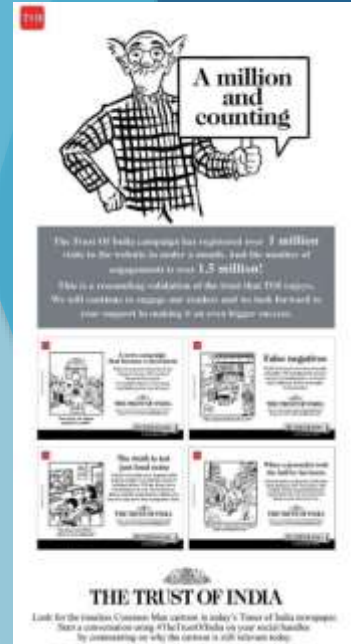
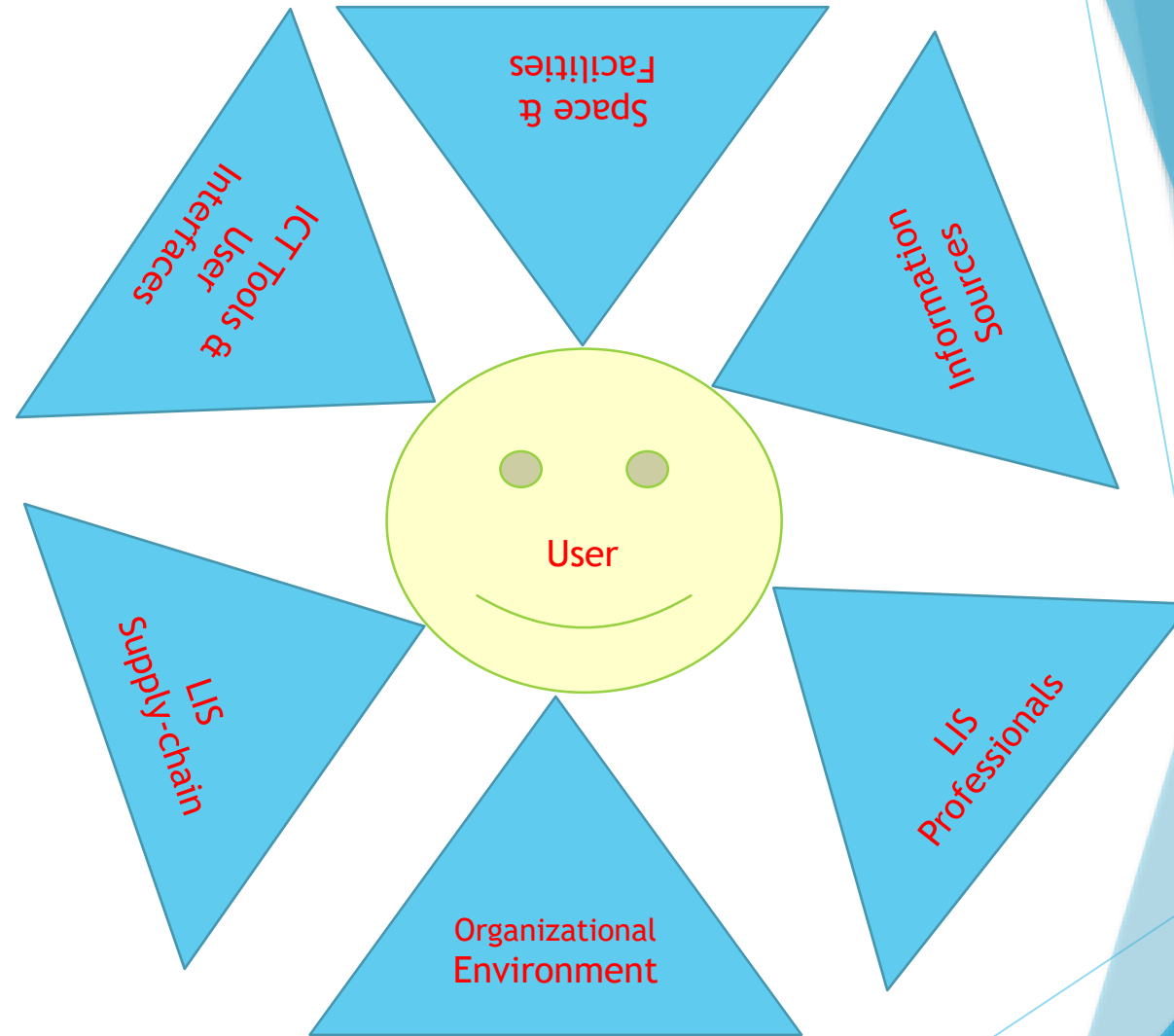


Image Source:
© The Times Group

"Without libraries what have we? We have no past and no future." -Ray Bradbury

C5. Have a complete control on **Costs** of LIS operations (e.g. in TAKC)

▶ **Costs (Expenditure Heads CapEx & OpEx)**

- ▶ **Information Sources** (outright purchase as well as yearly subscription costs)
- ▶ **LIS Manpower** (including allied manpower, outsourced manpower, etc.)
- ▶ **Infrastructure** (*Storage Space, Workspace, Users' Space & Facilities*)
- ▶ **Technology** (ICT Tools, Digitization Facilities, Web-hosting of Information Sources, Archival Contents, Access Facilities, etc. with AMCs)
- ▶ **Others** (Training, Legal, Communication, etc.)

▶ **Revenue (Value Heads for ROI)**

- ▶ **Notional Commercial Value of the Information Sources Acquired and Preserved** (*including accumulated in-house information sources and business knowledge products*)
- ▶ **Notional Commercial Value of Information Services and Products Offered** (*in-house users - Editorial & Business Functions*)
- ▶ **Direct Value-additions to Organizational L&D and KM Process.**
- ▶ **Indirect Value-additions in Company-wide New Business Creation Activities, Marketing and Sales** (*Revenue Functions*)
- ▶ **Indirect Value-additions in the Management of Other Cost-Functions** (*HR, Facilities Management, Commercial, IT, Production, Legal, etc.*)
- ▶ **Direct Income** (if any) from services extended to external users



Image Source:
©The Times Group

C6. Deploy effective & efficient Communication tools & techniques in LIS

- ▶ The success of all LIS in TAKC always depends upon how well **we market and promote our services, internally**. Some of the **best methods for promoting services** that have worked well in TAKC are:
 - ❑ face-to-face communication
 - ❑ email (mailers) / WhatsApp
 - ❑ web-enabled online demos
 - ❑ group presentations
 - ❑ customised road-shows by visiting various functional depts., etc.

 - ▶ The **LIS communication strategies** clearly focussed on ...
 - ❑ the complete profile details of new information products / services offered (including suitably **branding** and positioning such services)
 - ❑ how the new information service / product **meets the needs of the library users**
 - ❑ how it fills **the existing gap in information delivery**
 - ❑ the **targeted benefits** (tangible and intangible) for the **end-users / parent organization**;
 - ❑ *short term and long term goals to be achieved*, etc.
- "Librarians have always been among the most thoughtful and helpful people. They are teachers without a classroom." -Willard Scott*



Image Source:
© gaana.com

C7. Have a suitable LIS Team with right Competencies & Skills for the right jobs

▶ Skills & Competencies

- ▶ LIS Core Skills +
- ▶ Knowledge Mapping
- ▶ Customer Service Orientation
- ▶ ICT Knowledge
- ▶ Communication
- ▶ Training & Development
- ▶ Leadership / Team working
- ▶ Marketing & Promotion
- ▶ Financial Management
- ▶ Presentation skills
- ▶ Analytical Thinking
- ▶ *Compassion*
- ▶ *Passion*
- ▶ *Love for Librarianship!*

▶ Admin. Services

- ▶ Management, planning, budgeting, directing
- ▶ Commercials
- ▶ Supervise library staff
- ▶ Public relations
- ▶ MIS Reporting

▶ User Services

- ▶ User Studies
- ▶ Membership Services
- ▶ Assistance in Searching Info.
- ▶ Providing Info. Services
- ▶ Circulation Services
- ▶ User Education / Training, Information Literacy

▶ Technical Services

- ▶ Acquisition
- ▶ Classification
- ▶ Cataloguing
- ▶ Indexing
- ▶ Abstracting
- ▶ Info. compiling

▶ Technology Services

- ▶ Library Automation
- ▶ E-Resources Access
- ▶ Library Website
- ▶ Online Services
- ▶ Digital Preservation
- ▶ ICT Tools Management
- ▶ Others, AI, etc.



Image Reconstructed by Venkata Kesavan

- ▶ Select, collect, process, preserve and facilitate **24x7** access to **high-quality information sources** in parent organization's knowledge domains
- ▶ Design, develop, manage and offer **World-class Library and Information Services**
- ▶ Constantly **update self-knowledge & skills** and be **up-to-date** with latest developments in the LIS subject field
- ▶ Train, develop and **motivate the LIS staff** in offering high-quality innovative LIS Services
- ▶ Educate & train the **LIS users** in accessing & using information resources in a smart way!
- ▶ Constantly **add-value to overall growth of the parent organization** through strategic LIS
- ▶ Regularly **collaborate with LIS Faculties** for imparting practical knowledge to LIS Students / even teachers! (**Industry - Academic Partnerships** to learn as well as share knowledge)
- ▶ Organize LIS conferences, workshops and seminars and share scholarly & professional knowledge from the **practical LIS work-settings**



Image Source:
© libraryjournal.com

“If you want to be a reference librarian, you must learn to overcome not only your shyness but also the shyness of others!” - S.R. Ranganathan

Benefits of Transformed Physical Library and Information Services in the Digital Era!

- ▶ Effective LIS always creates **positive impacts on the LIS Staff and Users, covering:**
 - ▶ **Increasing access** to information resources
 - ▶ Facilitating **new ideas**
 - ▶ **Knowledge addition** to the organizational memory
 - ▶ New **business development** (product and services developments)
 - ▶ Assists in delivering information sources and services **in 24 x 7 environment, irrespective of users' location** - remote access in Work-From-Home (WFH)
 - ▶ Creating a conducive environment for **e-learning, remote learning online information search, research and knowledge sharing** among users
 - ▶ Helps in **increasing the productivity of the LIS staff**
 - ▶ Demonstrating the **overall excellence in LIS delivery**, by employing the relevant best practices

"A library, to modify the famous metaphor of Socrates, should be the delivery room for the birth of ideas - a place where history comes to life." -Norman Cousins



Image Source:
© The Times Group

Issues in Library and Information Services - Digital Era and Beyond!

- ▶ Libraries continue to face a number of problems and issues:
 - ▶ Constant Change in Parent Organization's Business Policies & Decentralised Nature of Business Enterprises / Divisions / Functional Depts.
 - ▶ Users living in the *"Island of Information" (lol)*
 - ▶ Frequently Changing "Users' Information Needs and Information Seeking Behaviours"
 - ▶ **Missing Initiatives from HR / L & D Departments to Inspire LIS Teams**
 - ▶ Increasing Costs of LIS Resources & Cost-cutting Measures and Downsizing / Rightsizing
 - ▶ **Inadequate LIS Manpower!**
 - ▶ Shortage of Physical Library Space / **Users Reluctance to Visit Physical Libraries Now!**
 - ▶ **Ad-hoc Collection Development Policies / Poor Quality Information Sources**
 - ▶ Copyright Protection, IP Protection, Data Protection and other Legal Issues
 - ▶ **Rapidly Changing LIS Technology & ICT Tools, etc.**

"Librarianship is a people profession; a librarian's job is to connect people with the information they are seeking, whatever format that may take." -Emma Cragg



Image Source:
©The Times Group

CONCLUSION

- ▶ In this knowledge society, dominated by the digital era, in corporate organizations, the LIS professionals play a very active role of ‘embedded librarians’, in support of their library users.
- ▶ **It is advisable for the LIS professionals to be innovative in designing, developing and offering new kinds of information and knowledge sharing services and satisfy the ever-changing information needs of their users, proactively.**
- ▶ The TAKC Team’s successful LIS offerings (high-quality knowledge services, with a user-friendly approach) are some examples of such embedded librarianship within a media organization.
- ▶ **That way, we - LIS professionals - can continue to play some very positive and constructive roles in developing and managing the world-class library and information service facilities in our own organizations and continue to find meaning in the art and science of librarianship!**
- ▶ This is where the **7 Cs of LIS Transformations, (Success Principles)** already discussed, come into play!
- ▶ C1. Core Philosophy; C2. Customers; C3. Contents; C4. Convergence; C5. Costs; C6. Communications; C7. Competencies
- ▶ **In this “AI era”, our 3Is are: Innovate, Inform & Inspire Library Users!**



Image Source:
©The Times Group

"Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve, and contribute to improving our quality of life." -Sidney Sheldon

Useful References!

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- ▶ Princh.com (2021). Will Libraries Be Relevant In The Future?. Available at: <https://princh.com/blog-will-libraries-be-relevant-in-the-future/>
- ▶ Venkata Kesavan, R. (2012). Managing organizational knowledge in newspaper business: A tactical approach for LIS professionals. In: *'Creating Wisdom & Knowledge Through Shared Learning' Proceedings of MANLIBNET 2012 International Conference* (pp. 265-276), New Delhi: MANLIBNET.



Q & A

venkata.kesavan@timesgroup.com

Thanks!