

# LibCampBangalore

## *Corporate Librarians Unconference @ Bangalore*

7<sup>th</sup> March 2009

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### History

The Tata Consultancy Services (TCS) Library and Information Centre (LIC), Bangalore pioneered the first ever Unconference or Barcamp for library professionals in India on March 7 2009 at SJM Towers, Bangalore. The first ever Library Unconference around the world was held in Ann Arbor, Michigan in 2006.

### What is Unconference/BarCamp?

Unconference/BarCamp is an ad-hoc gathering born from the desire for people to share and learn in an open environment. It is an intense event with discussions, demos, and interaction among the attendees. The term "BarCamp" or "Unconference" has been applied, or self-applied, to a wide range of gatherings that try to avoid one or more aspects of a conventional conference, such as high fees and sponsored presentations.

### About LibCampBangalore

The LibCampBangalore is one such barcamp/unconference that was organized by the TCS Library and Information Centre at Bangalore for Corporate Librarians. LibCampBangalore hosted discussions on a wide spectrum of topics and provided a platform for everyone to share and learn.

### Planning

The event was planned using Wiki. For more information, visit the following website:  
<http://barcamp.org/LibCampBangalore>



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# 1 Event

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The event took off to a flying start on Saturday, March 7 2009 at the TCS-SJM Branch. The delegates were from various corporate houses like Intel, Accenture, SAP, GE Global Research, Wipro, Capco, Advinus, HP Labs, Thomson Reuters, HCL, Honeywell Technologies, Times Group, Deccan Herald, and so on, in addition to the TCS 16-member team.

Ms. Geetha Venkatraman, Head, TCS Bangalore Library welcomed the delegates with an overview of the Tata group, TCS, and its library setup. Following the participants' introduction, Mr. Nandeesh from TCS briefed the group regarding the concept of "Unconference". The 33 participants determined eight topics for discussion, including Librarianship in the Modern Era, Federated Search, Open Access in the Corporate Sector, and Web 2.0 applications.



**Welcome Speech**

## 1.1 Participants



**Table 1: List of Participants**

| Name of the Participants | Organization Represented         |
|--------------------------|----------------------------------|
| Mariraj .V.Sedam         | Accenture                        |
| Maruthu Pandian. B       | Advinus Therapeutics Pvt. Ltd.   |
| Madhuresh Singhal        | Advinus Therapeutics Pvt. Ltd.   |
| Rajendra Babu. H         | Capco / Symphony Services        |
| Mallikarjun. B           | Deccan Herald                    |
| Anil Kumar               | GE India Technology Centre       |
| Chidananda. B.G          | GE India Technology Centre       |
| Ananda. T.Byrappa        | GE India Technology Centre       |
| Basavaraj                | HCL technologies Ltd.            |
| Rajashekara. G.R         | Honeywell Technologies           |
| Suvarsha Minj            | HP Labs India                    |
| Prasanna. T.S            | Intel India                      |
| Babu Patil               | Keane International (India) Ltd. |
| Deepak. V                | SAP                              |
| Yusuf .M                 | Tata Consultancy Services        |
| Raghavendra Patil        | Tata Consultancy Services        |
| Mithun Kumar             | Tata Consultancy Services        |
| Saraswathi. T.L          | Tata Consultancy Services        |
| Mohmed Hanif. N          | Tata Consultancy Services        |
| Jagadeesh. B             | Tata Consultancy Services        |
| Beena. G                 | Tata Consultancy Services        |
| Anuradha Rao             | Tata Consultancy Services        |
| Smitha. P                | Tata Consultancy Services        |
| Nandeesh. M              | Tata Consultancy Services        |
| Harishankar Rai          | Tata Consultancy Services        |
| Manjula. M               | Tata Consultancy Services        |
| Shamim Syed              | Tata Consultancy Services        |
| Geetha. V                | Tata Consultancy Services        |
| Dhanu Pattanashetti      | Thomson Reuters                  |
| Sheela. K                | Times of India                   |
| Onkaramurthy Byrappa     | Wipro Technologies               |
| Ajeya Satpathy           | Wipro Technologies               |
| Rajkumar Kalyani         | Wipro Technologies               |

## 2 Sessions

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### 2.1 Librarianship

Mr. Ananda Byrappa from GE Global Research, initiated the session by applauding the efforts of TCS in creating a platform to bring together information professionals from the corporate world. He said that he liked the profession for the novelty the subject brings along with it, and the scope and wider application, which are factors that are unique to this field. He added that library skills can never become irrelevant and urged the participants to be proactive, dynamic, and respond to the situation. Mr. Chidananda from GE added that librarianship opens new avenues for developing different avenues of knowledge. Ms. Geetha shared that her long innings in the profession has made her the “jack of all trades”. She also said that it provides an immense opportunity to learn and relearn. Ms. Suvarsha Minj from HP Labs commented that the profession makes her feel immensely powerful as it provides access to the most invaluable information that others may not have. Also, it helps to act as a network among associates. This aspect was propounded by Mr. Dhanu Pattanashetti who was proud to be the single point of contact for information. For Mr. Madhuresh from Advinus, being in this profession helped him to serve the whole organization rather than just serve a single department or group of people. The group pondered on whether the profession they had opted for, was by choice or by option. All agreed that librarians in the present era, especially in a corporate world, have a larger role to play of taking the profession beyond the traditional image.



While these were the Wow! factors of the profession, participants Mr. Rajendara Babu from Capco and Mr. Anil from GE commented on the lack of motivation among the librarians. Mr. Anand was of the opinion that librarians are not proud of their profession. These comments were laid to rest by Ms. Geetha who opined that motivation, recognition, respect, and so on, depends on the individuals themselves. She was of the opinion that if you are knowledgeable and authoritative in your profession, recognition and respect will follow.

## 2.2 Library is Indispensable to an Organization

Ms. Geetha initiated the second session on how the library must be made indispensable to the organization. Continuous marketing, reaching out to customers, and aligning library services to the business needs of the organization ensures that libraries are indispensable to an organisation. This thought was supported with the example of TCS Library activities in the organization. Mr. Rajendra Babu was of the opinion that recession was in fact a golden opportunity to attract and retain customers by providing good quality products and services. Mr. Anand said that focus on skills, values, and attitude, along with tailored information services would make librarians indispensable in an organization. Being a multi-skilled librarian, Mr. Madhuresh said that he had a better edge, as even IT professionals within his organization approach him for help. Ms. Suvarsha opined that being hungry for knowledge and willing to learn at any opportunity would be a value-add to the organization.



## 2.3 Keeping Yourself Updated with Latest Technology

The third session by Mr. Rajendra Babu stressed on the importance of being up-to-date about the latest happenings in the profession and sharing the lessons learnt/best practices with other professionals. Mr. Maruthu Pandiyan suggested that having a right place and right platform for learning and sharing would help keep everyone abreast with the latest happenings in the profession. Many participants voted for Internet as the preferred medium of learning, but agreed that experiences must also be shared in person or through professional forums. Mr. Anand was of the opinion that the approach should be a structured one. Ms. Suvarsha stressed the need to have quality conferences that concentrate on both the practical and theoretical aspects of the Library & Information Science (LIS) profession. Mr. Pandiyan stressed on the need to present more case studies during conferences. Mr. Madhuresh was assigned the task of compiling a list of LIS profession-related websites, wikis, blogs, and so on.

## 2.4 Marketing

Creating awareness on library/information services in the corporate environment was the next session initiated by Mr. Dhanu Pattanashetti from Thomson Reuters. He raised questions about what services could be rendered, how customers/employees could be made aware of these services, how the visibility of library services could be increased in an organization, and how libraries could become a core function like HR or Finance in an organization. Ms. Geetha gave an overview of the various services that TCS libraries render, the marketing strategies that they have adopted, and the continual efforts that they put in. Mr. Ajeya Satpathy asked whether meetings must be set in a formal or informal environment. Ms. Geetha opined that meetings must be formal, as far as possible, else informal meetings could be conducted. Ms. Manjula from TCS added that marketing should be carried out judiciously and must never be complacent. Libraries should be a “must- have” department rather than a “nice-to-have” department.

Mr. Anand shared his experiences about how his team helped the organization save costs in an effective manner for various services like document delivery, translation, and so on. He said that all library services must be charged, as “no service comes for free”.

Mr. Rajendra Babu provided a suggestion of exploring the possibility of starting new services based on questions that come up regularly. Ms. Suvarsha provided an example of the introduction of various bibliographic management tools to researchers in HP Labs and the difference that it made to the organization. She also highlighted the importance of regularly updating customers with market trends, analysis reports, and so on. Mr. Rajendra Babu also shared his experience of keeping track of the information requirements of individual partners (for example, VPs). Mr. Madhuresh highlighted the importance of briefing the users about making the best use of online resources that are available, by setting up alerts, saving search results, and so on.

## 2.5 Google Books & Collection Development

The session on Google Books and Collection Development initiated by Mr. B G Chidananda from GE generated a lot of interest among participants. The participants expressed interesting views about the Google Books project. However, they opined that it will not substantially affect the collection development policies of any libraries in the near future. The librarians' community is said to be closely watching the finer details that will emerge after the final approval of the settlement in court. They opined that any decision on the collection development policies can be taken only after the thorough verification of how Google will market the content and of course, the pricing strategy involved.



## 2.6 Measuring ROI for corporate libraries and Federated Search

Mr. Prasanna from Intel stressed on the concept of 'time-value tariff' to measure the ROI in libraries. E-journals usage is easier to track than print journals but at the same time, the parameters used for measuring the usage of databases and e-journals should not be the same. Mr. Madhuresh opined that some of the core journals cannot be subscribed or renewed based on the usage, as business is dependant on those journals. Mr. Rajendra Babu said that a wider approach to database usage has to be adopted rather than simple download statics. The participants discussed about various issues that are involved in measuring the ROI, for example, payment being more for more access, about trial access to databases, access to archives, and so on. Mr. Prasanna also gave an overview of Federated Search and its advantages and disadvantages, from his experience of using it in the Intel digital library. Mr. Anand opined that Federated Search may not help experienced professionals as they are completely aware of the exact sources that need to be consulted. He also shared his experience with Federated Search vendors with respect to copyright and agreement issues from the respective database publishers.

## 2.7 Application of Web 2.0 Technologies

The application of emerging technologies in LIS was discussed in the session on Application of Web2.0 technologies by Mr. Nandeeshha from TCS. Users of various tools like Instant Messaging (IM), Wikis, and so on, were discussed. He spoke about the usage of IM and Wiki within TCS Libraries. Usage of RSS feeds for various alert services were also discussed by Mr. Madhuresh.



## 2.8 Open Access & Corporate Sector

In the post-lunch session, Ms. Suvarsha spoke about promoting open access in the corporate sector. She was of the opinion that all institutional repositories should be made open to access. Issues generating out of copyright compliance and open access, accessing archives, agreements to be made with the publishers, and so on, were discussed by the participants. Many participants opined that articles published in peer-reviewed journals are of high quality compared to open-access journals. Based on her experience, Ms. Suvarsha said that even open access journals were of high quality, but people have a misconception that if the journal is free, the quality will be low. Ms. Suvarsha also introduced the Open Knowledge Society to the participating members and briefed them about their activities.



The meeting was concluded with a promise to meet again on September 12 2009 and to take this unconference forward. The venue would be decided at a later time. Ms. Geetha thanked the participants and gave them all a small gift as a token of appreciation from TCS.

### 3 Action Plan

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**Table 2: Action Plan**

| Action Item  | Assigned To  | Completion Date |
|--|--|-----------------|
| Compiling a list of LIS profession-related websites, wikis, blogs, and so on | Madhuresh S  | 20-Mar-09       |
| Consolidation and documentation of the discussion                            | LibCampBangalore organizers to document and share among the participants | 20-Mar-09       |
| To concentrate on a single theme   | Next organizers of LibCampBangalore                                      | 12-Sep-09       |
| Efforts to diversify to different industries                                 | Next organizers of LibCampBangalore                                      | 12-Sep-09       |
| To schedule a specific time for each session                                 | Next organizers of LibCampBangalore                                      | 12-Sep-09       |
| Campers to stay connected  | TCS LIC Team   | 12-Sep-09       |

## 4 Feedback

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LibCampBangalore was rated 4.3235 (on a scale of 1-5; with 5 being the highest) by the participants.

### 4.1 Appreciation

The following is a list of all the appreciative messages that the unconference received:

- A rich experience, the first of its kind.
- It was a good open forum. I gained some points from this forum. We all need these kind of unconferences to improve our knowledge.
- Lot of best practices shared; good discussion.
- Good knowledge learning; contacts.
- Insights into various topics.
- Increased networking among the professionals.
- Good learning.
- Experience shared from the senior professionals helped a lot.
- Got to know current trends in LIS profession and challenges of corporate librarians.
- Plenty of learnings and plenty of contacts.
- Got to know different services provided by corporate librarians. This strong network of people shall be growing. Lets keep it alive.
- Nice organizing skills by the organizers.
- More knowledge about open access system.
- Got a fair and good ideas about latest library services. Really it is a good event; I am very thankful for organising this unconference.
- Knowledge sharing.
- Got ingredients for future work.
- Congratulations to TCS, particularly Ms Geetha, Nandeeshha, and the TCS LIC team as hosting this first ever unconference event. Excellent work. Keep it up!
- Thanks for hosting such a nice event.
- Keep up the good work.
- These kind of events are very helpful particularly for young professionals, so I request all to make group effort to continue to arrange this kind of events.
- This is first experience. Let's see how it takes shape. Certainly very good this time.