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Shout in your library

Public relations is not an inherited quality. It should be studied, planned and practiced. Public relations is like a beautiful song. For a song to turn out to be musical the lyrics, music and the voice of the singer should be good. In the same way there should be a strong written strategy, qualified human resources and good library products and services in the library to carry out a good public relations campaign.

We should use a suitable mode to approach our clients. Today we are in a society with youngsters having computational thinking. If someone says the word 'book' they will imagine an E-book. Technology is at their fingertips. We should find ways and means to approach them.

When we travel it is a common thing to see people reading. They may use paperbacks or tabs. The way they read may differ but what we can understand is reading has become a fashion in European countries. Attitude will change a person. Can we change the attitude of library users? Can we make reading a fashion in Sri Lanka? Have we done the groundwork so that going to the library is a pride to our clients?

Librarians should find ways to market the products in a user friendly mode. The public relations should be handled by a person with the matching personality. American Psychologist John Holland describes the work personalities and corresponding work environments commonly used in career counseling. *"Investigative people are analytical and tend to have strong mathematical or scientific abilities. They like to experiment, think, observe, and solve problems. Artistic people are creative and expressive. They like to perform, draw, sing, play musical instruments, or do other things that enable them to demonstrate their artistic talents. Social people like to be with other people. They like to teach, understand, and help others. They are often good communicators who are skilled with words. Enterprising people like to influence or lead other people. They also like to manage, persuade, and sell things and enjoy competitive, money-making environments. Conventional people like structure and order in their lives. They like to work with data, pay attention to detail, and often have good organizational skills. Realistic people are often athletic or have mechanical abilities. They have good manual skills and like to work with tools, objects, equipment, animals, and plants."* It is said that librarians belong to the conventional type. If a library is to have good public relations and the librarian is not capable of doing this it is much better to get the support of a person who has the right personality trait.

Library Associations also have an immense role to play in promoting the profession. The Association should take the lead in taking the responsibility of promoting the reading habit. Nominating best book for the month, taking an active role in book exhibitions can be some innovative ideas. Promoting the reading habit should not be restricted to the reading month only but throughout the year. Practice of public relations in libraries should not be something like eating sweets with sauce.

(An extract of the speech given by Mr. Ajith Jayawardhana, Head of Training, Sri Lanka Foundation at the seminar organized by the Special Library Group)

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Information & Public Relations Officer:
Mr. Preethi Liyanage
Nominated Members : Ms. Dilmani Warnasuriya
Mr. Punchi Banda Gallaba

COURSE ON LIBRARY AUTOMATION

In addition to Diploma in Library & Information Science (DIPLIS), SLLA conducts a course on library automation to enhance the skills of librarians in utilizing information technologies for dissemination and retrieval of information. Course duration is one year. The core curricula include the usage of WINISIS for database management in libraries. The course covers the following areas in library automation.

Introduction to ICT – computers, hardware, software and network systems Office Automation – includes Microsoft Office programmes; MS Word, Ms Excel and MS PowerPoint

WINISIS Basics – includes basics on developing a database using WINISIS

WINISIS Advanced – includes developing databases using advanced features of WINISIS Electronic Librarianship – includes using electronic media; CD ROMs, Internet, Online Databases and basics in creating a website.

At the end of the course students are expected to do a project on developing a database using WINISIS.

The inauguration ceremony of the Course on Library Automation (COLA) – 2015 - was held in the Sri Lanka Library Association on 21st February 2015. The President, General Secretary, Immediate Past President, Education Officer, Course Coordinator and lecturers participated at the event.

The course will be conducted on Saturdays in the SLLA and more than 15 students have been enrolled for the course.



The Library and Information Centre of the Geological Survey and Mines Bureau (GSMB)

The mission of the Sri Lanka Geological Survey and Mines Bureau Library and Information Centre is to provide geo-scientific information, advice and services to policy-makers and the community (universities, the private sector and other stakeholders), and for strengthening the industrial sector and facilitating the dissemination of information and appropriate technologies.

The Mineralogical Survey of Ceylon originally conceived under colonial rule with the appointment of Dr Ananda Kentish Coomaraswamy in 1903 as Director, developed and evolved to the present Geological Survey and Mines Bureau. Although a library service was not established in the early days, it was officially launched by J. A. Daniel in 1907-1908. During Mr Daniel's period a few of the latest textbooks and papers written by eminent scientists on geology and mineralogy were added to the Mineral Survey Library. In 1981-1983 during the stewardship of the former Director General, Mr L.K. Senewirathne, District mineral bulletins were prepared and submitted to the nine district authorities and development councils. In addition 53 valuable geoscience publications donated by the British Council Overseas Development Authority UK were gratefully received and added to the Department Library. The total collection of books in the library amounted to 1588. In 1981 a paper prepared on the Information system of Sri Lanka with an account of the Departmental library was presented at the Bandung Workshop Geoscience Information organized by RMADC.

In 1993, Mrs P.K. Perera was appointed as the Librarian. She rendered valuable service to the library. She prepared a computerized cataloguing system using CDS/ISIS software package. In 1999, the catalogue was computerized to a new database using the more advanced library software WINISIS. After obtaining membership of the Union Catalogue of the National Library, the library commenced providing digital data to the National Library every three months.

In 1996 an arrangement was reached to obtain the *Australian Journal of Earth Science* under the publication exchange programme. After an arrangement with the Director /National Archives to scan some valuable old documents in the Library, hard and digital copies were made available at reasonable cost. The library initiated the renewal of the Publication Exchange Programme with relevant institutions; consequently geological publications from Pakistan, Germany and China were received. Also a Current Awareness Service was initiated and prepared bulletins distributed to interested parties and also to the '*New Flash*'.

The current Librarian – P Nisansala Amarasuriya - was appointed in 2008 to replace the former librarian, Mrs Perera, who resigned.

The library belongs to the category of special libraries and provides reference facilities to researchers.

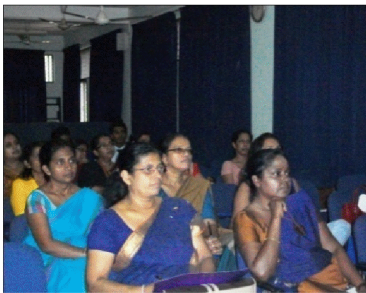
GSMB library has a collection of 3000 local and foreign books, over 20000 issues of foreign scientific periodicals, scientific papers, dissertations, 4000-5000 unpublished reports, 1903-1926 Ceylon Administration reports, annual reports, yearbooks (Minerals Yearbook) 30 geological maps and other maps (related to geology, mineralogy). The Library subscribes to 18 foreign journals including two online journals.

Cont'd on page 06

"Public Relations and Communication for Organizational Development in the Knowledge era"

The Special Library Group of the SLLA organized a successful seminar on 27th February 2015, with the above title. Ms. Kumari Wickramasinghe, Convener, Special Library Group, introduced the seminar highlighting the importance of connecting people skills with technical skills of the librarians. Mr. Ajith Jayawardhana, Head (training) of Sri Lanka Foundation, adopting a storytelling method, spoke on the importance of public relations and communication in promoting the library, taking examples from various other professions. Dr. Ruwan Gamage, Senior Lecturer, NILIS, made a presentation on "Essential guidelines for promoting the library with social media". He explained the role and responsibilities of the Social Media Representative of an organization. Ms. Shivanthi Weerasinghe, President SLLA, spoke on "Knowledge Management for an organization's development". She explained the role of the librarian in capturing information, turning it into knowledge and by using intelligence, transmitting information to the clients. Dr. Wathmanel Senevirathne, Librarian, Open University of Sri Lanka, presented "Front office etiquettes". She explained the functions, role and the qualities of the librarians in carrying out customer care duties assigned in a library.

After receiving certificates of participation Ms. Chandrika Dabare, Librarian, Central Environmental Authority, spoke on behalf of the participants to thank the Special Library Group of SLLA for organizing the timely seminar.



Writing, wining abstracts for international conferences



The Academic Libraries Group of Sri Lanka Library Association organized a successful one day workshop on 20th March 2015 with the above title for Library and Information professionals keen to present their research findings at National & International conferences. Programme covered panel discussion on common problems in abstracts and reasons for failure, what is

unique about conference abstracts, writing an abstract (Small Group Activity) and feedback on the workshop were topics dealt with. Main resource person was Dr. P. Wijetunge, (Librarian, University of Peradeniya) and Mrs. S. Weerasinghe, President (Sri Lanka Library Association) joined the panel discussion with the participants.



Workshop on Information Technology Applications for Librarians

The Government, Public and the School Librarians' Groups of the Sri Lanka Library Association (SLLA) organized the above successful workshop on the 27th March 2015 at the National Institute of Library and Information Science (NILIS). Ms. Hiruni Kanchana, Assistant Librarian, Kothalawala Defence University, gave an Introduction relating to ICT and Working with Computers. Mr. Buddhin Kumara, Senior Assistant Librarian, University of Moratuwa, made a presentation on 'IT based Applications for libraries'. Mr. Thusitha Chamaran Kurupparachchi, Lecturer, Department of Library Science, University of Kelaniya, spoke on 'Working with Gmail and Google Drive', Mr. Norman Ravikumar, Eastern University of Sri Lanka, presented on 'Improving Efficiency and Effectiveness with Google applications' (Email, Calendar, Drive etc.) and Dr. Ruwan Gamage, Senior Lecturer, NILIS, University of Colombo, explained on the 'Simplified Library Automation (with Open Biblio)'.

SPSD Committee

The Strategic Planning and Strategic Directions Committee (SPSDC) of the SLLA is entrusted with the responsibility of guiding the transformation of the SLLA to a versatile and vibrant organization. Though the SLLA has a proud legacy of over a half a century, the consensus of opinion is that time has come to introduce new reforms to improve the effectiveness of the organization. IFLA has taken the leadership in this area through its 'Management of Library Association' (MLAS) and 'Building Strong Library Associations' (BSLA) of IFLA ALP programmes. SPSDC is currently studying the directives of IFLA on the subject and the experiences of the other library association, who have already gone through the process. The major areas under discussion are the governance, capacity building, partnership with key stakeholders, enhance professionalism, improve the visibility of SLLA, increase and equitable access to information, embracing new technology, linking LIS with national development plans, strengthening library leaders, building young leadership, membership growth, effective communication with the membership and developing a new business model for SLLA. SPSDC has already conducted a SWOT analysis programme and is planning to obtain the views of the wider membership of the SLLA prior to finalizing the proposal on Strategic Directions which will be submitted to the 2015 SLLA AGM. It is expected to submit the final report on Strategic Directions and Strategic Plan to the 2016 SLLA AGM.

INFOCUS

The SLLA Publication Group intends to highlight one library with its special features in each Newsletter. If you wish others to know about your library, please email a write-up accompanied with photographs to the Publication Officer. (bgskariyawasam@yahoo.com)

இலங்கை நூலக சங்கத்தின் வெளியீட்டுக் குழுவானது அதன் ஒவ்வொரு செய்திப் பிரசுரத்திலும் ஒரு நூலகம் பற்றியும் அதன் சிறப்புகள் பற்றியும் எடுத்துக்காட்ட எண்ணியுள்ளது. உங்கள் நூலகம் பற்றி பிறர் அறிந்துகொள்ளவேண்டும் என நீங்கள் விரும்பினால் உங்கள் நூலகம் பற்றிய விபரங்களை புகைப்படங்களுடன் வெளியீட்டு அலுவலருக்கு மின் அஞ்சல் மூலம் (bgskariyawasam@yahoo.com) அனுப்பி வைக்கவும்.

Conference Alerts

2nd Annual International Conference on Library and Information Science, 27-30 July 2015, Athens, Greece. More details: <http://www.atiner.gr/library.htm>

Science and Information Conference 2015, July 28-30, 2015 | London, United Kingdom. More details: <http://thesai.org/SAIConference2015#sthash.0ZadVFRS.dpuf>



Reminiscence of the past

Ms Manil Silva

Recalling fifty years of libraries in this country, my mind goes to Mr. Frank Gardner, UNESCO expert in libraries, who had a short stay in the island in late 1959. He expressed the need to set up an organization of persons engaged in library work. This conscious public interest in libraries, prompted Mr. M.J. Perera, then Director, Cultural Affairs, in conjunction with the UNESCO National Commission to summon a meeting of those engaged in library work. The meeting held in January 1960, sponsored the official formation of the Ceylon Library Association in August 1960.

In 1960/61 Mr. Harold V. Bonny, UNESCO library expert came to Ceylon. He had a fairly long stay in the country and went around and visited several libraries. He wrote a report on 'Library Services for Ceylon'. He referred to a Library Development Plan for Ceylon. He emphasized the establishment of a National Library, as an urgent priority. It was necessary to have a National Reference Library so that book resources in the country were readily available, also a National Bibliography.

It was in 1970 Act No.17 of 1970 that established the National Library Services Board. It became a depository for all documents published in this country. At this time there were a few keen librarians in the country. The late Mr. Solomon Cecil Blok, librarian of the University of Peradeniya, the late Mr. T.G. Piyadasa, of Vidyalkara University and Mr. V. Mahalingam of the CISIR.

We were fortunate that we had Mr. M.J. Perera as Director, Cultural Affairs, who was keen on the training of librarians. Mr. Blok and Mr. Mahalingam drew up the syllabus for a part time training course based on the first professional examination of the Library Association, England, with modifications to suit indigenous needs. The curriculum included Cataloguing, Classification, Reference Services and Technical Services. The course had forty hours for each subject. Classes were held at the Milagiriya school, twice a week, on Tuesday and Thursday, from 5pm to 8pm. Each Class included twenty working librarians as students. Classes commenced in August 1961 and were conducted in the English medium.

In 1965/66 the content of the course changed from a training course to an Academic course. In 1963 Mr. Mahalingam started courses in Jaffna in the Tamil language and Mr. Piyadasa, Mr. W. Piyasena and Mr. E.D.T. Kularatne started classes in Colombo, in the Sinhala Medium. The intermediate course commenced in 1965 and the final exam course in 1973. Sinhala courses commenced in Galle in 1970, Mr. Lankage conducted these courses.

In 1962 the University of Peradeniya commenced a full time, post Graduate Diploma course. This was followed by five graduates. By 1970 Library courses were available in Colombo, Kandy, Jaffna and Galle. By 1974, 525 had passed the first exam and 26 had passed the Intermediate Exam.

In the meantime from August 1960, the Association elected an Executive Committee which consisted of two representatives from the different types of libraries. Mr. Blok was elected President, Mr. T.G.Piyadasa Vice President and Mrs. Margaret Gooneratne, second Vice President. Mrs. Gooneratne though not a Sri Lankan (she was librarian of the USIS library) was extremely keen and enthusiastic on the progress of libraries in this country. She always hosted the committee meetings in the USIS library. Mr. V. Mahalingam was the Honorary Secretary.

Committee meetings were held monthly and the committee members, representatives from the University libraries, Public Libraries, Special Libraries, Research Libraries and Government Libraries met at the USIS library for the meetings. The meetings were very interesting as the members would discuss their problems with each other and in this way learnt quite a lot about the workings in other libraries.

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I'll read to you what I had written 25 years ago, (1985) about the working of libraries. 'The ability, drive and attitude of librarians go a long way in making a successful career. The library is the key instrument in the transfer of knowledge/information, and if the librarian bears this in mind, he should be glad of the important role he plays in the dissemination of knowledge. Unfortunately this is not the picture in our libraries today, and only a few librarians have the required managerial qualities, tact, and an inquiring mind. Most librarians fill the role of custodian who catalogues, classifies and keeps the book stock ready and available. However, the feature of dissemination, of going out to the clientele, of keeping in touch with their research and informing them of what is available, of indulging in the maximum exposure of resources, is not very evident in our libraries'.

This was the picture 25 years ago. Today I hope, the librarian besides cataloguing, classifying and disseminating information available in the library – goes further and does research on the subject the client is requesting. With the modern innovations available today, the librarian should be able to obtain the latest information on the subject. Today you have high powered computers and with the assistance of the Internet – the World Wide Web – librarians should be able to find the latest information available on a particular subject and inform the client of what is available. This will make your job more interesting and your client will soon realise that the librarian is not a mere bookkeeper, but a knowledgeable person.

(Speech delivered by late Ms. Manil Silva, former Librarian of Central Bank of Sri Lanka and a pioneer of the SLLA, at a 50th anniversary celebration function of the SLLA in 2010.)

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ශ්‍රී ලංකා ජාතික පුස්තකාලයේ මිතුරෝ සංවිධානය විසින් සංවිධානය කරන ලද ජාතික කියවීමේ මාසය ඔක්තෝබර් 2014 නිමිත්තෙන් දීප ව්‍යාප්තව පාසල් සිසුන් (සිංහල/ දෙමළ) අතර පැවැත්වූ රචනා තරඟයේ ත්‍යාග සහ සහතිකපත් ප්‍රදානය කිරීමේ උළෙල උත්කර්ෂවත් අන්දමින් 2014 ජනවාරි 21වන දින ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලයීය ශ්‍රවණාගාරයේදී පවත්වන ලදී. මෙම කාර්යය සාර්ථක කර ගැනීම සඳහා මාර්ටින් වික්‍රමසිංහ භාරකාර මණ්ඩලයේ සහ සරසවි ප්‍රකාශකයන්ගේ අනුග්‍රහය ලැබී ඇත.

Handbook on library classification by the Sri Lanka Library Association (SLLA)

Compiled by: G. R. Padmasiri
R. D. Ananda Tissa

Content: **DDC** – Introduction to DDC, 1st, 2nd and 3rd Summaries; selected class numbers with instructions and Auxiliary Tables

UDC – Main classes and subdivisions and Auxiliary Tables

Price: Rs. 400.00 (For LIS students)
Rs. 600.00 (For others)

(This handbook is valuable for LIS students and small and medium level libraries)

Please contact: Sri Lanka Library Association (SLLA) office. (Tel. 0112589103, e-mail – slla@sltnet.lk)

இலங்கை நூலக சங்கத்திற்காக ஜி.ஆர். பத்மசிரி மற்றும் ஆர்.டி. ஆனந்த திஸ்ஸ

வினால் தொகுக்கப்பட்ட நூலகப் பகுப்பாக்கம் தொடர்பான கைநூல்-

DDC - DDC க்கு ஒரு அறிமுகம், 1ம், 2ம், 3ம் சாராம்சங்கள். தெரிவுசெய்யப்பட்ட அறிவுறுத்தல்களுடன் கூடிய பகுப்பெண்கள் மற்றும் துணை அட்டவணைகள்

UDC - பிரதான வகுப்புக்களும் உப பிரிவுகளும் துணை அட்டவணைகளும்.

விலை: ரூ. 400.00 (நூலக விஞ்ஞான மாணவர்களுக்கு)

ரூ. 600.00 (ஏனையோர்)

தொடர்புகளுக்கு : இலங்கை நூலக சங்க (SLLA) அலுவலகம் (தொலைபேசி: 0112589103), e-mail – slla@sltnet.lk

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Ms Dilmani Warnasuriya

Mr R Maheswaran



CONGRATULATIONS FOR A GREAT ACHIEVEMENT

We proudly announce that **Dr. Pradeepa Wijetunge, Librarian of the University of Peradeniya** delivered the Keynote Address at the '**12th Academic Sessions and 11th Vice-Chancellors' Award Ceremony**' held at the University of Ruhuna on 04th March 2015.

The theme of her presentation was '**Addressing Development Challenges through Research**'. **This is the first time in the history of university libraries, that a Librarian was honoured by a university to make a Key Note Address at a prestigious Research and Academic Session.**

SLLA congratulates Dr. Pradeepa Wijetunge, Librarian of the University of Peradeniya for her great achievement.

Cont'd from page 03

GSMB Automated Online Library System is used for the Library catalogue since 2010. Web address is, www.gsmb.gov.lk

The library provides a range of services to the research staff of the Institute, namely: document delivery service, inter library loan facility, e-alert service on new arrivals and journal content page photocopy service, Internet facilities. Apart from these facilities offered by the library, it is used by institute staff, many outside persons including researchers, consultants, university staff and students and foreign researchers.

In 2014, the library, in collaboration with the National Science Foundation, started compiling an e-repository. The GSMB Digital Library will take effect in the near future and can be searched through the web site.

Centre has conducted 100 user seminars, exhibitions from 1990 to date at schools and various institutions.

The Library is open on weekdays from 8.30 am to 4.15pm, and closed on weekends and public holidays.

Contact Details:

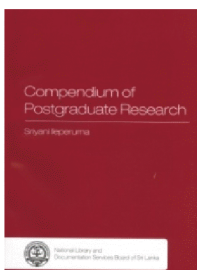
Librarian: Miss Poojanie Nisansala Amarasooriya

Geological Survey and Mines Bureau, No. 569, Epitamulla Road, Pitakotte.

Tel: 0112886830.011286889 or 90/ e-mail: asmb@slt.lk; poo_ra1@yahoo.com.

BOOK LAUNCH

The launch of the book 'Compendium of Postgraduate Research : Theses and Dissertations submitted to the University of Peradeniya Sri Lanka 1997-2013' was held on 27th of March 2015 at The National Library and Documentation Services Board (NLDSB) of Sri Lanka. This compendium was compiled by Sriyani Illeperuma. She is the Deputy Librarian at the University of Peradeniya. Price Rs.750.00 Available at NLDSB.



If undelivered please return to :

To :

Sri Lanka Library Association
OPA centre
Stanley Wijesundara Mawatha
Colombo 07
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