

TEQIP (Phase II) Sponsored National Conference on Reaching the Unreached:
Connecting the Library Users and Resources through Innovative Services and Technologies

(SALIS 2014)

8th & 9th August 2014

Organized by

Department of Library, Coimbatore Institute of Technology

Jointly with

Society for the Advancement of Library and Information Science (SALIS)

Programme Schedule

August 8, 2014, Friday

Timing	Programme
08.00 A.M. to 09.15 A.M.	Registration
09.30 A.M. to 11.05 A.M.	Inaugural Function
11.05 A.M. to 11.30 A.M.	Tea Break
11.30 A.M. to 01.15 P.M.	Technical Session – 1
01.15 P.M. to 02.00 P.M.	Lunch
02.00 P.M. to 03.45 P.M.	Technical Session – 2
03.45 P.M. to 04.00 P.M.	Tea Break
04.00 P.M. to 05.00 P.M.	Technical Session - 3 (Parallel Session)
04.00 P.M. to 05.00 P.M.	Technical Session - 4 (Parallel Session)
05.00 P.M. to 06.00 P.M.	SALIS General Body Meeting and Discussion
06.00 P.M. to 07.00 P.M.	Cultural Programme @ Auditorium
07.00 P.M. to 08.00 P.M.	Dinner

August 9, 2014, Saturday

Timing	Programme
09.30 A.M. to 11.15 A.M.	Technical Session – 5
11.15 A.M. to 11.30 A.M.	Tea Break
11.30 A.M. to 01.15 P.M.	Technical Session – 6
01.15 P.M. to 02.00 P.M.	Lunch
02.00 P.M. to 03.00 P.M.	Technical Session – 7
03.00 P.M. to 03.45 P.M.	Panel Discussion on “Reach the Unreached”
03.45 P.M. to 04.00 P.M.	Tea Break
04.00 P.M. to 05.00 P.M.	Valedictory Function

Inaugural Function
August 8, 2014, Friday (09.30 A.M. to 11.05 A.M.)

Venue: **Library Block A/C Conference Hall**

Timing	Programme
09.30 A.M.	– Invocation Lighting of Kuthuvilakku
09.35 A.M.	– Welcome Address Dr.V.Selladurai Principal, CIT, Coimbatore
09.40 A.M.	– Honouring the Dignitaries
09.45 A.M.	– About SALIS Dr.S.Surianarayanan President, SALIS
09.50 A.M.	– <i>Presentation of SALIS Awards</i>
10.00 A.M.	– Conference Overview Dr.K.Elavazhagan Librarian & Chief Knowledge Officer, IIM Trichy & Conference Director
10.10 A.M.	– Felicitation Address Dr.R.Prabhakar Secretary, CIT Institutions, Coimbatore
10.15 A.M.	– Release of Conference Souvenir & Proceedings
10.20 A.M.	– Presidential Address Dr.S.R.K.Prasad Correspondent, CIT Institutions
10.35 A.M.	– Address by Chief Guest Dr.B.K.Krishnaraj Vanavarayar Chairman, Bharatiya Vidya Bhavan, Coimbatore Kendra
10.55 A.M.	– Presentation of Mementoes
11.00 A.M.	– Vote of Thanks Dr.M.Mandhirasalam Organizing Secretary, SALIS 2014 & Librarian, CIT
11.05 A.M.	– High Tea

Valedictory Function

August 9, 2014, Saturday (04.00 P.M. to 05.00 P.M.)

Venue: **Library Block A/C Conference Hall**

Timing		Programme
04.00 P.M.	–	Prayer
04.05 P.M.	–	Welcome Address Dr.M.Mandhirasalam Organizing Secretary, SALIS 2014 & Librarian, CIT
04.10 P.M.	–	Conference Report Dr.J.Dominic Rapporteur General & Chief Librarian, Karunya University, Coimbatore
04.20 P.M.	–	<i>Feedback from Participants</i>
04.25 P.M.	–	<i>Presentation of Best Paper Awards</i>
04.30 P.M.	–	Dr.S.Shanmugam Administrative Officer & Professor, Civil Engineering, CIT
04.40 P.M.	–	Valedictory Address Dr.S.Surianarayanan President, SALIS
04.50 P.M.	–	<i>Distribution of Mementoes</i>
04.55 P.M.	–	Vote of Thanks Dr.S.Swaminathan General Secretary, SALIS & Librarian, SRKV College of Education, Coimbatore
05.00 P.M.	–	National Anthem

Programme Schedule for Technical Sessions

Conference Director	:	Dr.K.Elavazhagan Librarian & Chief Knowledge Officer, IIM Trichy
Rapporteur General	:	Dr.J.Dominic Chief Librarian, Karunya University, Coimbatore
Associate Rapporteur General	:	Dr.K.Mahalakshmi Asst.Librarian, Avinashilingam University, Coimbatore

List of Papers

August 8, 2014, Friday

11.30 A.M. to 01.15 P.M. Technical Session - 1 Venue: Library Block A/C Conference Hall

Information Literacy to Reach the Unreached

Chair Person - 1	:	Prof.T.Stephen Head, DLIS, Vellalar College for Women, Erode
Chair Person - 2	:	Mr.S.Manikandan Anna Centenary Library, Chennai
Chair Person - 3	:	Mr.S.S.Sivakumaar District Central Librarian, District Central Library, Karur
Rapporteur - 1	:	Dr.K.Murugan Librarian, Universal College of Engineering & Tech., Tirunelveli
Rapporteur - 2	:	Mr.A.Joseph Anburaj Librarian, KCG College of Technology, Chennai
Rapporteur - 3	:	Mr.U.Tamilarasan Librarian, AMET University, Chennai
Invited Talk	:	Dr.V.Sakthi Regha Librarian, Madras School of Social Work, Chennai
Topic	:	Information Literacy for Lifelong Learning

1. Connecting Users to Resources
Mahalakshmi,M.
2. Review of Information Literacy Programme In India
Swarnamugi,V. and Dr.Santhi,J.
3. Make a Non-reader as a Reader: A Model, Initiated and Implemented in MCET, Pollachi
Dr.Chitra Dhavaputhalvi,A.
4. Gender-wise Differences in Information Literacy Competency and its Dimensions
Dr.Sakthi Regha,V. and Dr.Swaroop Rani,B.S.

5. Use of Technology in Enhancing the Library Services to the Disabled Users
Indumathi,K., Jannath Najeemunnisa Beegum,M. and Asok Kumar,S.K.
6. Library Services for the Physically Challenged Users
Selvanayagi,V.
7. Information Literacy on Working Condition and Security Measures among Workers in Match and Fireworks Industries in Tamil Nadu: A Study
Karunai Raghavan,K. and Dr.Manoharan,A.
8. Web based Information Resources and Assistive Technology for Visually Challenged Students
Jeyashree,S.
9. Reaching the Unreached: A Service
Dr.Panneerselvam,J.
10. Information Literacy and Public Library in India
Dr.Prabakaran,M. and Dr.Nattar,S.
11. A Practical Approach to Imparting Information Literacy
Ranganathan,C.
12. Health Information Literacy in Medical Curricula: An Opportunity for Librarians?
Sathivel Murugan,BO.
13. Outreach Program of Kongu Arts and Science College Library, Erode : A Study
Annadurai,P. and Dr.Venkatachalam,A.M.
14. Methods of Orientation in the Libraries towards User Education in Kanchipuram: A Study
Poongodi,K., Manthiramoorthi,M. and Thamaraiselvi,M.
15. Information Literacy Programs in Modern Academic Libraries and Information Centres: An Overview
Shivakumar,T.C., Prabhu,S. and Dr.Kemparaju,T.D.
16. E-Current Awareness Service in 21st century
Sumadevi,S.
17. Use of Assistive Technology to Improve Information Literacy Skill among Visually Impaired Students
Smith D.Maliakkal, Dr.Ganesan,A. and Mohanathan,P.
18. Reaching Programmes of Karur District Central Library to Unreached Group
Mohana Sundaram,M. and Dr.Venkatachalam,A.M.
19. Information Marketing of Library Services
Unnamalai,S. and Dr.Murugan,K.
20. Application of Extension Services of the Library to Fireworks Labourers in Sivakasi
Karuppasamy,P. and Dr.Amudha,G.
21. Making Non-Reader as Readers
Srinivasan,V., Dr.Vinitha,K. and Lakshmi Prabha,A.

Innovative Library Services using Web Technology

Chair Person - 1	:	Mr.K.Karunai Raghavan Librarian, NEC, Kovilpatti
Chair Person - 2	:	Dr.T.R.Sridevi Librarian, R.V.College of Engineering, Bangalore, Karnataka
Rapporteur - 1	:	Mr.V.Rajendran Asst. University Librarian, Bharathiar University, Coimbatore
Rapporteur - 2	:	Mrs.L.Radha @ Nagalakshmi Librarian, Thiagarajar College of Engineering, Madurai
Rapporteur - 3	:	Dr.S.Saravanan Librarian, V.V.College of Engineering & Tech., Tirunelveli
Invited Talk	:	Dr.S.Srinivasa Ragavan Prof. & Head, DLIS, Bharathidasan University, Trichirappalli
Topic	:	Innovative Library Services using Web Technology
Industrial Presentations:		RFID by 2 CQR India, Chennai & Proquest

1. Web Technologies for Knowledge Sharing in the context of Knowledge Management
Dr.Surulinathi,M.
2. Use of Web 2.0 Applications by the LIS Community in Calicut University Campus
Ramitha,P.K.
3. Personal Webpage for a Library Professional
Dr.Venkatachalam,A.M.
4. Building a Library Website Using WordPress
Seshaiah,O., Prabhakar,N. and Dr.Avineni Kishore
5. Ramifications of E-Learning in LIS
Dr.Kamatchi,S.
6. E-Learning among Library Science Students in Kerala
Shaini Gopinath,A. and Dr.Gopikuttan,A.
7. Just a Click for Quick Access: Role of Subject Gateways in Information Retrieval
Savita N.Nayak
8. Open Access Scholarly Publication with Special Reference to DOAJ
Radhakrishnan,V. and Arumugam,J.
9. Building Digital Collection in IR of BDU Library with Special Reference to Question Paper
Kameshkannan,R., Munichamy,M. and Shanmuganathi,A.
10. Building a Subject Gateway for Arts and Humanities in Bharathidasan University
Prasannakumari,N., Chinnadurai,M. and Manoj,D.
11. Developing a Website for Periodical Section in Bharathidasan University Library
Dr.Surulinathi,M., Sarojini,G. and Vaidheki,S.
12. Design and Development of Subject Gateway for Life Sciences
Dr.Jeyapragash,B., Adhisivam,S. and Srinivasan,V.

13. Creation of E-Tutorials using Wink: A Practical Experience
Gopika,J.S., Swetha Elizabeth Raju and Sathia,N.
14. Perspectives of Moodle: An Efficient Learning Management System for E-learners
Arumugam,J., Lakshmikanth,G. and Logbabu,M.
15. The Enhanced Role of Academic Librarians as Facilitator of MOOC
Anuradha,K.
16. Usage of SNS tools in an Academic Library
Arul Pragasam,P.
17. Use of Social Networking Sites by the Students and Faculties of Kathir College of Engineering, Coimbatore
Vasanthi,R. and Uma Eswari,S.
18. Social Networks and Information Science Professionals of South Tamilnadu: A Case Study
Veerachamy,M., Vennila,K.P. and Sajini Priya Natarajan
19. E-Learning: An Overview
Barathi,S. and Dr.Rajan,V.R.
20. E-Learning Concepts, Tools & Usage
Sindhuja,D. and Dr.Rajan,V.R.

04.00 P.M. to 05.00 P.M. Technical Session - 3 Venue: Library Block A/C Conference Hall

Application of ICT for Library Services

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|-------------------------|----------|---|
| Chair Person - 1 | : | Mr.A.Sankaran
Librarian, The Hindu, Chennai |
| Chair Person - 2 | : | Dr.S.Kamatchi
Library & Information Officer, Anna Centenary Library, Chennai |
| Rapporteur - 1 | : | Dr.M.Sankar
Asst. University Librarian, TNAU, Coimbatore |
| Rapporteur - 2 | : | Dr.S.Gopalakrishnan
Librarian, Velammal College of Engineering & Tech., Madurai |
| Rapporteur - 3 | : | Dr.K.Mohamed Haneefa
Assistant Professor, DLIS, University of Calicut, Kerala |
| Invited Talk | : | Dr.J.Panneerselvam
Former Consultant for Content, Anna Centenary Library, Chennai |
| Topic | : | Reaching the Unreached through Technology |

1. Transformational Role of IT in Library Services: Challenges and Opportunities
Kalilur Rahman,H. and Dr.Dominic,J.
2. Digital Library Collection and Services: Changes the Lives of Unreached Users
Sophia,R. and Jannath Najeemunnisa Beegum,M.
3. Library and Information Science Repositories: Reaching the Unreached
Dr.Dhanavandan,S. and Dr.Tamizhchelvan,M.

4. Integration of Web based OPAC with Federated Search Tools: An Overview
Vanaja,S., Panneerselvam,P.and Santhanakarhikeyan,S.
5. Reaching The Unreached: A Role of ICT in Rural Development
Esther Delsy,S.
6. Application of Cloud Computing in Academic Library Services
Dr.Murugesan,N., Dr.Gunasekaran,M. and Latha,K.
7. Digital Library Services: A Comparative Study of Google and Yahoo Technology
Venkatram,R., Dr.Kalisdha,A., Sathiskumar,S. and Sriroopa,V.
8. Uses of ICT by Medical Students of Tirunelveli Govt. Medical College: A Study
Makalakshmi,S. and Dr.Vinitha,K.
9. Enhancement of Digital Libraries and Challenges
Alageswari,K.K. and Dr.Martin Arockiasamy,C.
10. Automation of Bibliographical Information Retrieval System: A Study Based on NIRMAL Software at Bharathidasan University Library
Rajalakshmi,N., Dhivya Bharathi,R. and Natrayan,T.
11. Use of ICT among the Faculty Members of Leading Engineering Colleges in Namakkal Dt.
Dr.Nallathambi,A., Shanthi,S. and Dr.Shanmugam,A.P.
12. Use of ICT in Learning, Teaching and Evaluation
Savithri,V., Dr.Vinitha,K. and Vasantha,S.
13. Innovative Digital Library Technologies: A Study to Reach the Unreached
Mahalakshmi,A. and Dr.Muthusamy,C.
14. A Roadmap to ICT Services in Libraries of Digital Era
Boopalan,E., Dr.Sasireka,I. and Arumugam,R.
15. The Concept of Digital Libraries: History of Origin and Development
Priyadharsini,P., Dr.Mariraj,M., Dr.Ramesh Babu,V.P. and Umamaheswari,D.

04.00 P.M. to 05.00 P.M. Technical Session - 4 Venue: IT Block A/C Conference Hall

E-Resources and Usage

Chair Person - 1	:	Dr.P.Pannerselvam Librarian, B.S.Abdur Rahman Crescent University, Chennai
Chair Person - 2	:	Dr.K.Vinitha Librarian, St.Mary's College, Tuticorin
Rapporteur - 1	:	Dr.A.P.Shanmugam Chief Librarian, CIET, Coimbatore
Rapporteur - 2	:	Mr.S.Karthikeyan Librarian, Sri Ramakrishna Engineering College, Coimbatore
Rapporteur - 3	:	Rekha,J.Rao DGM, Karnala Nagari Sahakari Bank Ltd., Kopri, Thane
Invited Talk	:	Dr.R.Sarangapani University Librarian, Bharathiar University, Coimbatore
Topic	:	Role of INFLIBNET to Reach the Unreached

1. Usage of Online Resources at Karunya University Central Library: A Case Study
Dr.Dominic,J. and Dr.Stanly Oliver
2. Use of E-Resources by the Engineering Graduates of the GEC Libraries in Kerala
Jinu Sudhakaran and Dr.Gopikuttan,A.
3. Impact of Internet Services on the Information Seeking Behavior of Students
Dr.Fazlur Rahiman,S.A.
4. Skills in Using e-Resources among UG Students at Malappuram Dt., Kerala: A Study
Vahida Beegam,T.
5. Use and Awareness of E-Journals by Academic Community: A Study at CUSAT
Chriss Thomas
6. Scholarly Use of E-Mail by Doctoral Students in Calicut University
Renya,K.
7. Awareness and Usage of Electronic Resources with special reference to Government Arts College (Autonomous) Library, Coimbatore: A User Study
Chandra,V., Velmurugan,C. and Dr.Sadik Batcha,M.
8. Use and Impact of Open Access Resources among the Faculty Members and M.Phil Scholars of Pioneer Kumaraswamy College, Nagercoil
Selvaganapathi,N., and Dr.Surianarayanan,S. and Dr.Murugan,K.
9. Use and Impact of ICT Resources in Sri Sarada College for Women, Salem
Poongodi,K. and Dr.Santhi,J.
10. Use of Electronic Resources by Library Professionals of 19th Refresher Course: A Survey on UGC-ASC, University of Kerala, India
Kumara,B. and Rajalaxmi A.Govanakoppa
11. Use and Awareness on E-Learning Resources of Prospective Student Teachers: A Special Reference to St.Xavier's College of Education, Palayamkottai: A Study
Dr.Raja,T. and Senthil,C.
12. Use of E- Resources by the Students and Research Scholars in the Department of Physics of VHNSN College: A Study
Senthur Velmurugan,V. and Dr.Amudha,G.
13. Use of E-Resources for Publication Purpose by the Faculty Members of State Universities in TN: A Study
Moorthy,R. and Dr.Dominic,J.
14. Quantitative Study of E Resources Usages of Dr NGP Institute of Technology
Muthukrishnan,M. and Dr.Senthilkumar,R.
15. Use of E-information by Research Scholars in M.S. University, Tirunelveli: A Study
Kandasamy,S. and Dr.Vinitha,K.

August 9, 2014, Saturday

09.30 A.M. to 11.15 A.M. Technical Session - 5 Venue: Library Block A/C Conference Hall

Bibliometrics / Scientometrics for Evaluation of Research Output

- Chair Person - 1** : **Dr.R.Balasubramani**
Asst. Professor, DLIS, Bharathidasan University, Trichirappalli
- Chair Person - 2** : **Mr.O.Seshaiah**
Librarian, PBR VITS, Kavali, Andhra Pradesh
- Rapporteur - 1** : **Mr.V.Krishnamurthy**
Asst. Librarian, Kumaraguru College of Technology, Coimbatore
- Rapporteur - 2** : **Mr.G.Saravanan**
Librarian, French Institute of Pondicherry
- Rapporteur - 3** : **Jyoti Chitale**
Librarian, MKSSS' Cummins College of Engg. for Women, Pune
- Invited Talk** : **Dr.R.Sevugan**
Prof. & Head, DLIS, Pondicherry University, Puducherry
- Topic** : **Bibliometrics / Scientometrics for Evaluation of Research Output**
- Industrial Presentation** : **RFID by Rapid Radio Solutions P. Ltd., Ahmedabad**

1. Research Publication Output of Coimbatore Institute of Technology: A Scientometric Study based on Scopus Database
Dr.Mandhirasalam,M.
2. Scholarly Contributions of Biochemistry Researchers in India: A Bibliometric Study
Dr.Sevukan,R. and Pratheesha,M.
3. A Bibliometric Study on SNS Journal of Marketing
Shynee Martin
4. Metrics of Research Trends
Sivankutty,V.S. and Dr.Devarajan,G.
5. Reaching the Latest Publications through Google Scholar Alert Service: A Case Study
Dr.Tamizhchelvan,M. and Dr.Dhanavandan,S.
6. A Bibliometric Analysis of the Journal 'Neurology India' (2002-2011)
Dr.Vijayakumar,P.
7. Research Output of Cochin University of Science and Technology in the Area of Physics, Optics and Astronomy: A Quantitative Analysis
Dr.Sheeja,N.K., Dr.Susan Mathew,K. and Siji Jose Nellickal
8. Science Research Profile of Pondicherry University, 1999 – 2012: An Empirical Analysis Based on Web of Science
Dr.Sevukan,R., Kameswara Rao Vanthala
9. Scientometric Analysis of Contributions of Journal of Robotics and Mechatronics
Arockia Anbarasu, Dr.Santhi,J. and Dr.Jeyachitra,S.

10. A Comparison of Google Scholar and Indian Citation Index: A Theoretical Approach
Dr.Balasubramani,R.
11. Mapping of Research Output in Oceanography: A Study based on Web of Science
Dr.Mini Devi,B. and Sai Ram,C.V.
12. Design of Citation Profile for Faculty of Physics at Bharathidasan University by using Google Scholar
Duraipandi,R., Dr.Balasubramani,R. and Dr.Jayaprakash,M.
13. Mapping of Continents wise Agricultural Research Output: A Scientometric Analysis
Dr.Sankar,M. and Dr.Srinivasa Ragavan,S.
14. Tools for Bibliometric and Scientometric Studies
Hariharan,S., Aruna,A., Ramya,K. and Rani,K.P.
15. A Scientometric Analysis of Research Journal of Pharmacy & Tech. Published in 2013
Alvi,K.S. and Dr.Vinitha,K.
16. Compilation of Citations Profile using Google Scholar with Special Reference to Bio-Informatics in Bharathidasan University
Manjula,M. Dr.Amsaveni,N. and Manikandan,M.
17. Evaluation of Indian Library Websites
Vijayalakshmi,R., Muruganantham,T. and Sutha,R.
18. International Journal of Geotechniques and Environment: A Bibliometric Study
Kirubanithy,A. and Ramasabareswari,N.
19. A Bibliometric Study of “Resonance: Journal of Science Education” for the Period from 2008 to 2012
Ulaganathan,G. and Dr.Senthilkumar,R.
20. Authorship Trends and Collaborative Research in Webology from 2004 to 2013
Dr.Thavamani,K.
21. Mapping of Authorship and Collaboration Pattern in Global Change Biology Literature through VOSViewer: A Bibliometric Study
Saravanan,G. and Rajan,V.R.
22. Bibliometric Analysis on Chemical Biology Research Trends during 2003-2012
Dr.Ravichandran,P. and Dr.Vijayakumar,P.

11.30 A.M. to 01.15 P.M. Technical Session - 6 Venue: Library Block A/C Conference Hall

Management and Marketing of Library Services

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|-------------------------|----------|--|
| Chair Person - 1 | : | Dr.B.Jeyapragash
Asst. Professor, DLIS, Bharathidasan University, Trichirappalli |
| Chair Person - 2 | : | Dr.M.Leeladharan
Asst. Professor, DLIS, Pondicherry University |
| Rapporteur - 1 | : | Mr.H.Kalilur Rahman
Librarian, Higher College of Technology, Sultanate of Oman |
| Rapporteur - 2 | : | Mr.S.Ramkumar
Technical Officer, Bharathiar University Library, Coimbatore |

Rapporteur - 3 : **Ms.B.Srilakshmi**
Librarian, SSSS Jain College, Chennai

Invited Talk : **Dr.S.Ravi**
Prof. & Head, DLIS, DDE, Annamalai University, Chidambaram

Topic : **Connecting Distance Learners and Resources**

1. Promotion and Marketing of Library Services: A Case Study of MKSSS' Cummins College of Engineering for Women, Pune
Jyoti Chitale
2. Impact of Innovative and Best Practices of Academic Libraries to Reach the Unreached Users
Jannath Najeemunnisa Beegum,M., Indumathi,K. and Asok Kumar,S.K.
3. Training and Development for the Information Managers: A Key for Performance
Kalyani,K.S. and Dr.Thanuskodi,S.
4. Knowledge Creation by Building Bibliography of Reference and Text books with Special Reference to Home Science
Dr.Mahalakshmi,K.
5. Problems and Perspectives of Cataloguing Multilingual Multiscript Collection in Libraries: A Study
Dr.Ravichandran,P. and Narenthiran,R.
6. Preparing Library & Information Centre for Accreditation
Dr.Panneerselvam,P.
7. Implementation of 5S Techniques in Library and Information Centre of R.V.College of Engineering Bangalore: A Case Study
Dr.Sridevi,T.R.
8. Review and Improvement of the Services of Library
Dr.Lakshmi,S.
9. Knowledge Audits: A First Step to Implement KM in Banks
Rekha J.Rao and Dr.Rajyalakshmi,D.
10. Basic Skills and Code of Ethics for Librarians: A Study
Radha @ Nagalakshmi,L.
11. Bibliotherapy: An Innovative Service by Library in Modern Trend
Sangeetha,K., Nishavathi,E. and Lalitha,B.
12. Analysis of Administration and Service in Engineering College Library in Coimbatore District: A Current Status and Future Aspect
Rajeswary,A. and Dr.Venkatachalam,A.M.
13. Novel Ways to Make Use of Periodicals at Vellalar College for Women, Erode
Gayathri,T., Priya,T. and Yamuna,M.
14. A Study on Various Skills of Library Professionals in Engineering Colleges of Tamilnadu
Selvantony,A. and Dr.Lawrence Mary,A.
15. Knowledge Management Challenges for Library and Information Science Professionals in Electronic Environment
Bharathadevi,T., Shanmuga Ganapathy,V. and Ranganathan,C.

16. Performance Evaluation of the Libraries of the Vinayaka Mission's University, Salem
Dr.Kathirvel,R., Dr.Shanmugam,A.P. and Dr.Natarajan,N.O.
17. Methods of Total Quality Management
Maidhili,S., Meenambika,G. and Dr.Nithyanandam,K.
18. Perception of Knowledge Management among Librarians: A Study
Krishnamurthy,V. and Dr.Balasubramani,R.
19. Promotion and Marketing of Library Service
Parimala,A.
20. Promotion and Marketing of Library Services with Special Reference to Guru Nanak College, Chennai
Senthilkumar,T.
21. Branding in Marketing of Library and Information Services
Dr.Sridar,S.
22. Marketing to Revitalize the Non Profit Organization
Srilakshmi,B. and Dr.Sridhar,K.

02.00 P.M. to 03.00 P.M. Technical Session -7 Venue: Library Block A/C Conference Hall

User Studies to Connect Users and Resources

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|-------------------------|----------|---|
| Chair Person - 1 | : | Mr.S.Radhakrishnan
Librarian, NPOL, Ernakulam, Kerala |
| Chair Person - 2 | : | Dr.S.A.Fazlur Rahiman
Librarian, SKCET, Coimbatore |
| Rapporteur - 1 | : | Dr.Dhanavandan,S
Assistant Librarian, Gandhigram University, Gandhigram |
| Rapporteur - 2 | : | Mr.T.Senthilkumar
Librarian, Gurunanak College, Chennai |
| Rapporteur - 3 | : | Dr.K.Susan Mathew
Assistant Librarian (S.S), CUSAT, Cochin, Kerala |
| Invited Talk | : | Dr.M.Sadik Batcha
Prof. & Head, DLIS, Periyar University, Salem |
| Topic | : | Extension Services to Reach the Unreached |
1. A Survey of Reading Preference of Primary School Children in Coimbatore, India
Sajini Priya Natarajan
 2. Information Needs of Rural Women: A Study of Sivagiri Village, Erode
Jabaselvijuliyet,D. and Nithya,M.
 3. Information Gathering Habits and Information Management: Best Practices in Digital Era
Meenambika,G., Maidhili,S. and Dr.Thilagavathy,N.
 4. Digital Information in Support of Business Performance: A Study among the Women Entrepreneurs in Kerala
Mahjabeen Aydeed

5. Study of Information Seeking Habits of Engineering Faculty Members in R.M.K.College of Engineering and Technology, Chennai
Saravanan,M. and Dr.Mohammed Esmail,S.
6. Copyright Awareness of Library Professionals in University of Calicut
Divya,P., Aswathi,P. and Dr.Mohamed Haneefa,K.
7. Newspaper Reading Habits of Rural and Urban Students in Madurai Kamaraj University Constituent College, Sattur
Dr.Vinitha,K. and Munniammal,K.
8. A Case Study of Library Use Pattern and Information Seeking Behaviour of Research Scholars in Thiruvalluvar University, Vellore
Uvaraj,G. and Dr.Mohan Kumar,L.
9. Information Seeking Behaviour of Students of Part Time Courses in Coimbatore City
Rameshkumar,G. and Dr.Venkatachalam,A.M.
10. Use of Reading Materials in Salem CSI Polytechnic College Students: A Study
Dr.Gomathi,P.
11. Use of Information Resources in Selected Village Libraries: A Case Study of Thiruvallur District, Tamil Nadu
Lalitha,B., Dr.Chinnasamy,K. and Sangeetha,K.
12. Awareness of Plagiarism among PG Students: A Case Study at VS University, Nellore
Dr.Sudha Rani,Y. and Nagaraju,K.
13. Influencing Factor of Reading Habit on Electronic and Printed Resources Environment: A Study among Professional College Students
Dr.Sundararajan,S.G.
14. Developing Reading Habits and Making Non-Readers as Readers: A Study with Special Reference of Universal College of Engineering and Technology Library Users
Dr.Murugan,K., Dr.Ravi,S. and Dr.Surianarayanan,S.
15. Opinions of the Users on the Services of AVMCH Library in Puducherry: A Study
Dr.Sevukan,R. and Banupriya,S.

03.00 P.M. to 03.45 P.M. Panel Discussion on “Reaching the Unreached”