



3<sup>rd</sup>

NATIONAL VIRTUAL  
**CONFERENCE**

27-30 August 2020

# Reinventing Excellence in **LIBRARIANSHIP**



Dr. Shivaram. B. S  
Dr. G. Mahesh



**SUNSTAR PUBLISHER**



# 3<sup>rd</sup> National Virtual Conference

27<sup>th</sup> - 30<sup>th</sup> August 2020

## REINVENTING EXCELLENCE IN LIBRARIANSHIP

### Editors

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## Preface

Internet and associated technologies have a greater impact on libraries. Library content, its users, and services have witnessed a sea change. Library content has become more digital now. Library users have been exposed to digital content and gadgets, and it has made today's users expect faster and better services from libraries. Library users often compare libraries with Google, Amazon, etc. for the volume of content, ease of search, and value-added services. Repositioning of libraries through transformation is critical to retain the importance of libraries. As we witness radical changes in all three components of the library – Content, User, and Services – it has become essential for transforming traditional library services to the new age, user-centric value-added digital services. Digital content is an important component of the present-day library and information centers. The need for innovative collection development is increasing day by day due to shrinking budgetary allocations, invasion of digital technologies, and user's expectations. Collection Development in Libraries has seen a paradigm shift. Today, we see more born-digital content getting published than ever before. At the same time, library users are more comfortable in using gadgets to access the content. The digital content offers an 'ease of use' advantage and offers seamless access across gadgets, platforms, and multiple operating systems. The advantages of digital content and tech-savvy users have forced libraries to go for digital content. Library Surveys indicate that major academic libraries in India and Abroad are already spending more than 90 of their budgets on building digital content. This paradigm shift has offered many developments, learnings, opportunities, and challenges to libraries.

The advent of ICT and digital technologies have impacted all walks of life. Libraries are no exception. ICT played a key role in transforming libraries, thus increasing its effectiveness and efficiency. Libraries are at the forefront of embracing contemporary technologies to fulfill the needs of their patrons. Technologies are facilitated as force multipliers for libraries in reaching the unreached user community. The technologies are enabling libraries to venture into new portfolios and reposition themselves as a place of happenings. Today, library technologies are converging and evolving as a single platform to play multiple roles. The content and services of libraries are becoming virtual than physical in this digital world. Information archiving, processing, and retrieval are driven by technologies to quote a few examples indexing & compressing, organizing and classifying content, search and retrieval, semantics & artificial intelligence, enhancing user experience, etc. The 21st-century libraries are in the metamorphic stage and encompassing the growing expectations of 'Digital Natives' and 'Digital Migrants.' The original research work on technology implementation, innovative technologies, case studies, success stories are encouraged to highlight recently constructed or remodeled libraries that model traits of what a 21st-century library could be.

Today, the librarian job is not limited to conventional library jobs, information processing, and dissemination. They are expected to play a multifaceted role in institution-building and branding. One of the vital task librarians is engaged in recent years, research data management portfolios, which are essential for accreditations and ranking systems in the academic system. The performance excellence of an institution is measured by critical assessment supported by data and metrics. Librarians performing multifaceted roles have employed several metric systems starting from librmetrics to knowledge metrics to evaluate libraries' efficiency in all aspects. In today's competitive world, especially in research and higher education institutions, quality assessment has become a fundamental parameter, which is largely measured through accreditation grades and institutional rankings. Scholarly metrics make chunk in both accreditation and ranking. With their vast knowledge about meaningful and reliable metrics, Librarians can play a catalytic role in aggregating and presenting research data for the institution. Today, Librarians are challenged by the new and emerging strategic needs of institutions for data-driven research intelligence that provides a comparative edge in the global world of higher education and research. Collaborative efforts made several global efforts of librarians, academicians, technologists, and publishing firms to evolve platforms to aggregate, consolidate and visualize research data, for example, euroCRIS,

IRINS, PURE, and so on. Apart from scholarly data & metrics, libraries are also venturing into a new portfolio, "Office of Data and Analytics," which collects, analyzes and reports entire data pertaining to the institution. Proposals of original work in handling and implementing new initiatives, data management; data visualization; Data aggregation Sources & Models; Publication metrics for ranking & accreditations; Usage metrics-driven decision making; Online metric tools for Librarians so on, are invited for the virtual conference.

The global scientific research is doubling every nine years, and we are witnessing a large volume of scholarly content. On the other hand, publication and research ethics have been compromised. Research misconduct incidents such as plagiarism, data falsification and fabrication, image manipulation, and copyright infringement are also increasing. Libraries have an important role in creating awareness among its scientific & academic user community about ethical research.

The library is a major component of a society that always strives to create a well-informed community. Libraries are also used as an instrument to exchange cultural, political, and social heritage among several countries to strengthen their bilateral ties. In today's connected era, with libraries having a World Wide Web link to whatever degree it is, from just having a website to being a website, all libraries have the potential to build a global character. Or in other words, every library is unique and can engage with the worldwide community- individuals to institutions. The purpose of diplomacy is to strengthen the state, nation, or organization it serves in relation to others by advancing its charge interests. For sure, libraries of all hues have been inherently working at strengthening the organization or community it serves. Today, with libraries besieged by competing technologies and a host of new-age influences, libraries can look at diplomacy as a path or an activity to better engagement with global and local communities.

The primary focus of the virtual conference is to bring together the practicing librarians, LIS teachers, researchers and students. During this virtual conference, invited authors discussed & presented their best practices, innovative implementations, success stories. The present volume of conference proceedings contain the contributions presented during the LISACON2020, a 3rd LIS Academy conference on "Reinventing Excellence in Librarianship" from 27th -30th August 2020. The virtual conference provided a platform to discuss and deliberate the recent advancements in wide spectrum of topics namely:

- Reinventing Library Services in the Digital Age
- Leveraging library technologies
- Data, Metrics, and Ranking: Role of Librarians
- Role of Libraries in Inculcating Research Ethics
- Library Diplomacy

The conference volume is enriched with twenty invited papers from LIS experts on the above mentioned topics. The published papers were subjected to similarity check with acceptable norms as decided by the conference editorial committee in line with leading publishers policies. The plagiary free papers were got blind reviewed by the expert reviewers and improvements incorporated based on the reviewer's comments.

We would like to thank all authors for their contributions to the conference program and for their contributions to the proceedings, our special thanks to the reviewers of the conference papers and virtual conference organizing committee for their meticulous planning and execution of the conference.

We whole heartedly thank conference co-organizers University of Hyderabad, Hyderabad and Telangana state Library Association, Telengana, for their excellent support. It is our pleasant duty to acknowledge the generous financial assistance from the sponsors.

Editors

Date : 27-08-2020

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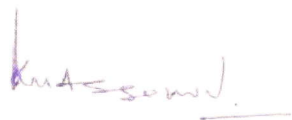
### FOREWARD

I am glad LIS Academy is continuously engaged in organizing quality programs to enrich and empower education & research in general and the Library and Information Science Profession in particular. I have witnessed a couple of LIS Academy programs, and I am sure LIS ACON-2020 virtual conference will set a benchmark among Virtual Conferences and this will be another feather to the LIS Academy crown. The conference theme “Reinventing Excellence in Librarianship” is aptly selected by organizers for the current situation where the library profession is at crossroads. I am sure the broad spectrum of sub-themes have addressed several issues and help participants to reinvent and reposition themselves in this changing scenario.

Reinventing excellence is becoming crucial in the era of disruption, especially by technological inventions and innovations. The library is regarded as the heart of an academic institution, and its success largely depends on how best the library is equipped with resources & services to serve its patrons. Libraries and library professionals need to be more and more service-oriented in the present scenario than ever before as the role of libraries is changing and will be changing forever. The competitive environment has made education institutions go for accreditations and ranking frameworks for branding and set standards, demanding a variety of data related to institutions, including publication metrics. Libraries need to reposition themselves to handle any data pertaining to their institutions; maybe it should play the role of ‘Office of Data’ to provide single point access to all types of data. The benchmarking of publication metrics will be a great value addition from Libraries to the institutions and help healthy competition among institutions.

Many disruptions have come and gone in the way of library development, but covid-19 has created a long-standing impact on libraries' future and their services altogether. For instance, the print versions itself was a disruption, smartphone, digitalization, and artificial intelligence is also a disruption, perhaps COVID-19 is, however the largest disruption we have experienced in our lifetimes. It will change the world in total, but education in specific leading to a new normal. Centralization of library activities and services was the order of yesterday. However, decentralization and dividing the library into smaller and focused segments would be the new normal to serve the user community better in a university environment. There were 33 crore students in India alone, and 1.6 billion students globally which were kept out of the classroom during the lockdown. In this scenario, there is a bright ray of hope which can be seen in the field of libraries as the users kept using the library and library resources more so than ever to reap the dividends. It is also important on the part of library and library professionals that more and more information supply to the user and scientific community may assist them in increasing their research productivity during this pandemic.

The presentations delivered by a renowned galaxy of speakers have shared their best practices and success stories with the participants about various sub-themes. I am sure the conference insights will enlighten LIS professionals to reinvent excellence in their tasks and stay relevant much more efficiently. I wish all the LISACON-2020 virtual conference participants professionally rewarding and enjoyable learning.



**Prof. KK Aggarwal**  
Chairman,  
National Board of Accreditation,  
New Delhi

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# LEVERAGING THE TECHNOLOGIES IN LIBRARY ASSOCIATIONS AND ORGANIZATIONS IN INDIA

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## **Abstract**

*This study aims to understand how the existing library associations and organizations are trying to reach out to their member-base and beyond by using the technologies and how much they are successful in achieving their goal and what went wrong. The website of the associations/ organizations are compiled, different data related to the associations were collected from their website and then they were analyzed based on different parameters like availability of RSS feed, Email subscription options, inclusion of social networking sites like Facebook, Twitter, Telegram and YouTube links, overall Alexa rank and frequency of updating the social networking sites. The stakeholders of the association and organization are well aware about the use of the web technologies for showcasing the objectives and activities of the associations. However, in many cases stakeholders failed to form or present an integrated and coherent structure that can bring the benefit to the associations and organizations and in most of the cases it is not being transferred to the next successor. The paper helps in introspection; present the desirable actions that can bring benefit to the associations and organizations and how these can be promoted to make it an integral part of the association and organization.*

**Keywords:** Library Associations, Organizations, India, Web 2.0 Technologies. Website, RSS, Mailing List, Facebook, Twitter, Telegram, YouTube.

## Introduction

A library association is a formal group of professionals in Library and Information Science domain who are serving in the libraries or knowledge resource centres or teaching in library science schools working with an objective of furthering the growth and development of the profession, libraries and or its members. A library association acts as a common forum for the people associated with them for exchange of ideas, information, experience and expertise. They constantly put pressure in front of the appropriate authority for the welfare of the user, betterment of the library environment, its staff, salaries, grades, service, working condition, status and for the continuous growth and development of the profession and or raise voice against unjustified proposals and decisions that goes against the interest of the professionals. They periodically hold seminars, conferences, workshops, training programs, meetings, lectures, webinars, institute prizes as encouragement and bring out publications to disseminate information and knowledge. They serve as a platform for coordinated efforts, promote the library and information services and to protect the interest of their members to build up the image of the library profession in the society.

If we look back at the history, we can find that the American Library Association (ALA) which was formally inaugurated on October 4, 1876 is the 1st library association in the world. This was followed only a year later i.e. 1877 by the Library Association (LA) in the United Kingdom which later on in 2002 merged with Institute of Information Scientists (founded in 1958) to form the Chartered Institute of Library & Information Professionals (CILIP). Andhra Pradesh Library Association (APLA) founded in 1914 (formerly known as Andhra DesaGranthaBhandagaraSangham) is the 1<sup>st</sup> library association in India.

## Functional Library and Information Science Related Association

When we track back the history of the library associations in India, we can find the names of many library associations which were established at different period of time, flourished and reached its epitome of activities during the leadership of presidents or administrators of the association and later on in some other period remain as inactive and then again resurface with a fresh air surrounding them and perform a lot of activities. So, at any moment of time, it's very difficult to find out what are the functional library and information science associations in India. Therefore, for the study purpose, the author has defined a functional library association as that library and information science related association / organizations / NGOs / trusts / societies that have a functional website mapped to a custom domain name.

There is logic behind acceptance of the above criteria for the functional library associations. Firstly, the library and information science professionals are considered as the master of masters and so, it will be unlikely that an association of these professionals do not have a website. Again, the use of a custom domain will demonstrate that the association is still functional as the custom domain needs to be renewed periodically.

The associations / organizations which launched their website by using free sites like Google Sites, Blogger, Tripod, WordPress, OoCities, GeoCities which were not mapped with a custom domain name and launched in the sub-domain of the free hosting account are not considered as a functional association on the ground that the association unable to provide a single source for authentic information and these type of sites can be created over the web by any people with a motive to drive traffic to earn revenue or for a definite objective. Again, if any association is unable to demonstrate its existence to the world in the form of a website it must be in a hibernation stage. Further, regional chapters or branches of global associations / organizations though they have a functional website by using custom domain names are excluded from the study.

## Methodology

To compile a list of functional library associations / organizations / NGOs / trusts / societies in India, the author has made a systematic search in the Google for terms like <(Name of the State) Library Association> for example “Assam Library Association” (without quotes, triangular bracket and parentheses) and then repeat this search technique for all the states and union territories of India. The top twenty results retrieved by Google were considered for compiling the list of functional library associations / organizations / NGOs / trusts / societies in India. In this way the author has compiled a list of 35 library and information science related associations / organizations / NGOs / trusts / societies in India and other two came from reference from two friends, so, in total it became 37 library and information science related associations / organizations / NGOs / trusts / societies in India. The study intentionally excluded Raja Rammohun Roy Library Foundation (RRRLF) - an autonomous organization established and fully financed by the Ministry of Culture, Government of India as other organizations / associations being a government set up. The lists of websites thus compiled were visited over the web to find out the type of technology they have integrated and used to leverage. The study was limited to the links provided from the home page only and all data thus compiled were stored in a Google Sheets for analysis.

## Functional Library and Information Science Associations in India

As on 5<sup>th</sup> August, 2020, there are 37 functional associations / organizations / NGOs / trusts / societies related to Library and Information Science in India. Among all the associations / organizations, in terms of members, Indian Association of Special Libraries and Information Centres (IASLIC) is the largest association in India.

Sl.No.	Name of the Association / Organization	Abbreviation	Year of Establishment	Location of Main Office	Total Registered Member (Approximate)	Website Address
	Academic Library Association	ALA	1996	Kerala	700	<a href="http://www.alaindia.org">http://www.alaindia.org</a>
	All Bengal School Librarians' Association	ABSLA	1990	West Bengal	350	<a href="http://www.absla.org.in">http://www.absla.org.in</a>
	Andhra Pradesh Library Association	APLA	1914	Andhra Pradesh	900	<a href="http://www.apla.co.in">http://www.apla.co.in</a>
	Assam College Librarians' Association	ACLA	1973	Assam	180	<a href="http://acla.co.in">http://acla.co.in</a>
	Assam Library Association	ALA	1938	Assam	160	<a href="http://www.ala.net.in">http://www.ala.net.in</a>
	Bengal Library Association	BLA	1925	West Bengal	1300	<a href="http://www.blacal.org">http://www.blacal.org</a>
	Central Government Library Association	CGLA	2004	Uttarakhand	300	<a href="https://cgl.org.in">https://cgl.org.in</a>
	Delhi Library Association	DLA	1939	Delhi	2500	<a href="https://www.dlaindia.in">https://www.dlaindia.in</a>
	Federation of Health Science Library Associations	FHSLA	2018	Rajasthan	250	<a href="http://fhsla2018.org">http://fhsla2018.org</a>
	Haryana Library Association	HLA	1966	Haryana	700	<a href="http://haryanalibraryassociation.in">http://haryanalibraryassociation.in</a>
	Himachal Pradesh Library Association	HPLA	2019	Himachal Pradesh	150	<a href="http://www.hplas.org">http://www.hplas.org</a>
	Indian Association of Special Libraries and Information Centres	IASLIC	1955	West Bengal	7600	<a href="http://www.iaslic1955.org.in">http://www.iaslic1955.org.in</a>

	Indian Association of Teachers of Library and Information Science	IATLIS	1969	Punjab	3200	<a href="http://iatlis.org">http://iatlis.org</a>
	Indian Library Association	ILA	1933	Delhi	5400	<a href="https://www.ilaindia.net">https://www.ilaindia.net</a>
	Jharkhand Information and Library Association	JILA	2007	Jharkhand	600	<a href="http://www.jila.org.in">http://www.jila.org.in</a>
	Kalyana Karnataka Librarian's Association	KKLA	2016	Karnataka	700	<a href="http://hkla.in">http://hkla.in</a>
	Karnataka State Library Association	KSLA	1979	Karnataka	1100	<a href="http://kalaonline.com">http://kalaonline.com</a>
	Kerala Library Association	KLA	1972	Kerala	1300	<a href="http://www.keralalibraryassociation.org">http://www.keralalibraryassociation.org</a>
	Library and Information Science Professional Association	LISPA	2013	Assam	190	<a href="https://www.lispa.org.in">https://www.lispa.org.in</a>
	Library Professionals Association	LPA	2010	Delhi	130	<a href="http://lpaindia.in">http://lpaindia.in</a>
	LIS Academy	LISA	2017	Karnataka	9	<a href="http://www.lisacademy.org">http://www.lisacademy.org</a>
	Madhya Pradesh Library Association	MPLA	1959	Madhya Pradesh	900	<a href="http://mpla.org.in">http://mpla.org.in</a>
	Madras Library Association	MALA	1928	Tamil Nadu	270	<a href="http://www.madraslibraryassociation.com">http://www.madraslibraryassociation.com</a>
	Maharashtra University and College Librarians Association	MUCLA	2014	Maharashtra	1100	<a href="https://www.mucla.in">https://www.mucla.in</a>
	Odisha Library Academy	OLA	2015	Odisha	200	<a href="http://www.olibacademy.org">http://www.olibacademy.org</a>

Punjab Library Association	PLA	1916	Punjab	1100	<a href="http://www.punjabla.org">http://www.punjabla.org</a>
Rajasthan Technical Library Association	RTLA	2010	Rajasthan	300	<a href="https://rtlaIndia.org">https://rtlaIndia.org</a>
Rajasthani Medical Library Association	RMLA	2017	Rajasthan	200	<a href="http://www.rmla2017.org">http://www.rmla2017.org</a>
Ranganathan Society for Social Welfare & Library Development	RSSWLD	2009	Uttar Pradesh	50	<a href="https://www.ranganathansociety.org">https://www.ranganathansociety.org</a>
Satinder Kaur Ramdev Memorial Trust for Advancement of Librarianship	SATKAL	2000	Punjab	25	<a href="http://satkalindia.org">http://satkalindia.org</a>
School Library Association (India)	SLA	2017	Delhi	220	<a href="http://www.slaIndia.org">http://www.slaIndia.org</a>
Society for Advancement of Librarianship	SAL	2014	Delhi	100	<a href="http://sal.org.in">http://sal.org.in</a>
Society for Advancement of Library and Information Science	SALIS	2002	Tamil Nadu	1900	<a href="http://www.salis.in">http://www.salis.in</a>
Society for Information Science	SIS	1975	Delhi	130	<a href="http://www.sis.org.in">http://www.sis.org.in</a>
Society for Library Professionals	SLP	2008	Delhi	21	<a href="http://www.slp.org.in">http://www.slp.org.in</a>
West Bengal College Librarians' Association	WBCLA	1962	West Bengal	1300	<a href="http://www.wbcla.org.in">http://www.wbcla.org.in</a>
Women Librarians' Association of Assam	WLAA	2019	Assam	40	<a href="https://wlaa.ala.net.in">https://wlaa.ala.net.in</a>

*Table 1: Alphabetical List of Functional Library Associations / Organizations / NGOs / Trust / Societies in India*



## Leveraging the Technologies by the LIS Associations/Organizations

When we talk about the leveraging, it is about the advantage or an investment where the profit is expected to be more than that of our normal return on the investment. To leverage the technologies, a modern association / organization / NGO / trust / society may revolve around seven fundamental technology components and they are Website, RSS (Rich Site Summary), Mailing List / Email Subscription List, Facebook, Twitter, Telegram and YouTube. People can go on and include Apps, WhatsApp, Pinterest, LinkedIn, Instagram, Flickr, Blog, and others, however, in case of library and information science associations, it is difficult to leverage as because when we come to Apps – it becomes popular only in case the service or facility it provides is essential for the people to survive or make their life easy. WhatsApp comes with its own limitation of upper cap of 257 members in a group, so to accommodate the large members; it needs a better platform to spend sufficient time in updating them. In case of Pinterest, LinkedIn, Instagram, Flickr, all these have a low adoption rate among the LIS professionals and in the last, though the blog is a very essential technology to leverage, one will not feel the need of a blog if the website has modern design and developed by using content management system and has the provision of submission of the content by the user and RSS feed.

**a) Website:** The website is a distinct location on the internet, identified by an Internet Protocol (IP) address and can be accessed by using HyperText Transfer Protocol (HTTP) request. It contains all essential information related to the organization and acts as a publishing powerhouse for the associations and organizations. Alexa is a web traffic analysis company that collects data on internet browsing behavior through the toolbar users choose to install in the Internet Explorer, Firefox and Google Chrome web browsers and then transfer those data to the Alexa website where they are stored and analyzed. In addition, Alexa also gathers data from the direct sources in the form of sites that have chosen to install the Alexa script on their site and certify their metrics. Alexa is a global pioneer in the world of analytical insight. Their global traffic rank is a measure of how a website is doing relative to all other sites on the web over the past 3 months. The rank is calculated using a methodology

that combines a site's estimated average of daily unique visitors and its estimated number of pageviews over the past 3 months. The site with the highest combination of visitors and pageviews is ranked #1.

Rank	Name of the Association / Organization	Website Address	Global Alexa Rank	Sites Linking In
	Bengal Library Association	<a href="http://www.blacal.org">http://www.blacal.org</a>	6,60,928	53
	Indian Library Association	<a href="https://www.ilaindia.net">https://www.ilaindia.net</a>	9,51,220	82
	Assam Library Association	<a href="http://www.ala.net.in">http://www.ala.net.in</a>	18,59,557	8
	LIS Academy	<a href="http://www.lisacademy.org">http://www.lisacademy.org</a>	20,29,809	7
	Society for Library Professionals	<a href="http://www.slp.org.in">http://www.slp.org.in</a>	30,71,309	32
	Assam College Librarians' Association	<a href="http://acla.co.in">http://acla.co.in</a>	40,50,185	8
	Madhya Pradesh Library Association	<a href="http://mpla.org.in">http://mpla.org.in</a>	43,30,955	4
	Library and Information Science Professional Association	<a href="https://www.lispa.org.in">https://www.lispa.org.in</a>	46,46,053	1
	Indian Association of Special Libraries and Information Centres	<a href="http://www.iaslic1955.org.in">http://www.iaslic1955.org.in</a>	46,51,718	70
	Ranganathan Society for Social Welfare & Library Development	<a href="https://www.ranganathan.society.org">https://www.ranganathan.society.org</a>	46,67,098	9
	Andhra Pradesh Library Association	<a href="http://www.apla.co.in">http://www.apla.co.in</a>	46,77,371	14
	West Bengal College Librarians' Association	<a href="http://www.wbcla.org.in">http://www.wbcla.org.in</a>	47,19,423	9
	Maharashtra University and College Librarians Association	<a href="https://www.mucla.in">https://www.mucla.in</a>	50,21,955	3
	School Library Association (India)	<a href="http://www.slaindia.org">http://www.slaindia.org</a>	64,83,638	3
	Delhi Library Association	<a href="https://www.dlaindia.in">https://www.dlaindia.in</a>	65,04,749	44
	Jharkhand Information and Library Association	<a href="http://www.jjila.org.in">http://www.jjila.org.in</a>	66,30,535	6
	Society for Advancement of Library and Information Science	<a href="http://www.salis.in">http://www.salis.in</a>	73,56,685	11
	Library Professionals Association	<a href="http://lpaindia.in">http://lpaindia.in</a>	74,08,258	10

	Central Government Library Association	<a href="https://cgla.org.in">https://cgla.org.in</a>	77,43,187	63
	Society for Advancement of Librarianship	<a href="http://sal.org.in">http://sal.org.in</a>	77,68,234	1
	Kalyana Karnataka Librarian's Association	<a href="http://hkla.in">http://hkla.in</a>	No Rank	37
	Kerala Library Association	<a href="http://www.kerala.libraryassociation.org">http://www.kerala.libraryassociation.org</a>	No Rank	35
	Society for Information Science	<a href="http://www.sis.org.in">http://www.sis.org.in</a>	No Rank	18
	Indian Association of Teachers of Library and Information Science	<a href="http://iatlis.org">http://iatlis.org</a>	No Rank	10
	Karnataka State Library Association	<a href="http://kalaonline.com">http://kalaonline.com</a>	No Rank	9
	Punjab Library Association	<a href="http://www.punjabla.org">http://www.punjabla.org</a>	No Rank	8
	Odisha Library Academy	<a href="http://www.olibacademy.org">http://www.olibacademy.org</a>	No Rank	6
	Academic Library Association	<a href="http://www.alaindia.org">http://www.alaindia.org</a>	No Rank	4
	Madras Library Association	<a href="http://www.madraslibraryassociation.com">http://www.madraslibraryassociation.com</a>	No Rank	4
	All Bengal School Librarians' Association	<a href="http://www.absla.org.in">http://www.absla.org.in</a>	No Rank	2
	Himachal Pradesh Library Association	<a href="http://www.hplsa.org">http://www.hplsa.org</a>	No Rank	2
	Rajasthan Technical Library Association	<a href="https://rtlaindia.org">https://rtlaindia.org</a>	No Rank	2
	Rajasthani Medical Library Association	<a href="http://www.rmla2017.org">http://www.rmla2017.org</a>	No Rank	1
	Haryana Library Association	<a href="http://haryanalibraryassociation.in">http://haryanalibraryassociation.in</a>	No Rank	1
	Satinder Kaur Ramdev Memorial Trust for Advancement of Librarianship	<a href="http://satkalindia.org">http://satkalindia.org</a>	No Rank	1
	Federation of Health Science Library Associations	<a href="http://fhsla2018.org">http://fhsla2018.org</a>	No Rank	0
	Women Librarians' Association of Assam	<a href="https://wlaa.ala.net.in">https://wlaa.ala.net.in</a>	Not Applicable	Not Applicable*

**Table 1: Global Alexa Rank wise List of Functional Library Associations / Organizations / NGOs / Trust / Societies in India**

Alexa generally ranks sites at the level of their domain (example: <http://www.lislinks.com>) and subdomains (e.g. <http://job.lislinks.com>) are not ranked separately unless they are identified as personal home pages or blog and as such the global rank of Women Librarians' Association of Assam which is hosted in a sub-domain of Assam Library Association cannot be calculated.

The Global Alexa rank wise list of functional library associations, organizations / NGOs / trust / societies shows that Bengal Library Association is placed at the top level which is followed by Indian Library Association, Assam Library Association, LIS Academy and Society for Library Professionals. In terms of incoming links to the website, among all the LIS associations in India, as per Alexa, Indian Library Association (ILA) website received the highest number of incoming links from other websites followed by IASLIC and CGLA.

**b) Real Simple Syndication (RSS):** RSS publishes the content from frequently updated websites in a simplified or condensed form which can be used to send updates from the website to the user in the form of Email alert and others. The study of 37 library associations shows that 9 (24.32%) have enabled the RSS feed and it is displayed prominently in their website and these associations are ACLA, ALA, HLA, JILA, KKLA, KLA, KSLA, SALIS and WLAA.

**c) Mailing List / Email Subscription List:** An electronic mailing list automatically delivers new messages to the subscriber. Even the RSS feed can be configured to perform this task. Out of the 37 associations, 4 (10.81%) associations have enabled the mailing list / Email subscription i.e. ACLA, ALA, SALIS and WLAA and among these 4 associations, SALIS has the largest number of subscribers / members (1258 people).

**d) Facebook:** Facebook (<http://www.facebook.com>) is a social networking service and website launched on February 4, 2004, operated and privately owned by Facebook, Inc.. Out of 37, 16 (43.24%) associations either have a Facebook Page or Group and these are linked from their website and among these, BLA has the largest number of reach (3057) followed by RSSWLD (2157) and SALIS (1465). The statistics of HPLA cannot be collected as the group was made private. Interestingly, ACLA, BLA, RTLA and WBCLA Facebook page / group was not updated with any new information for more than a year.

One issue to be noted here is that some associations have a Facebook Profile, some have a Facebook Page and some other have a Facebook

Group. So, it is difficult to consider the characteristics of a profile or page or group to apply common criteria for all. Therefore, the number of reviews or ratings which is only applicable to Facebook Page is not considered as a criterion. The study tries to only highlight the number of reach, in case of Facebook Profile, it will be number of friends and followers, in case of Facebook page it will be number of likes and followers and in case of Facebook Group it will be number of members.

**e) Twitter :** Twitter (<http://www.twitter.com>) is a microblogging and social networking website in which users post and interact with messages known as tweets. Out of the 37 organizations, 10 (27.03%) organizations have Twitter accounts that link to their organization website and they are ACLA, APLA, CGLA, KLA, OLA, RSSWLD, SALIS, SLA, SLP and WBCLA. Out of all these organizations, SALIS has the highest number of followers (182) followed by KLA (77) and OLA (52) and WBCLA twitter account was not updated for the last one year.

**f) Telegram :** Telegram is an instant messaging and voice over IP service just like WhatsApp with the added feature of making the group and profile public and unlike WhatsApp whose group members are restricted to 257, in Telegram one can have upto 2,00,000 users. Two organizations (5.41%) precisely ALA and OLA have their own Telegram channel and group and linked it from their website. The OLA's group has the largest i.e. 748 members in it.

**g) YouTube :** YouTube is an American online video-sharing platform that works as a subsidiary of Google. Six organizations (16.22%) i.e. ACLA, LISA, MPLA, OLA, RSSWLD and SLA have their own YouTube Channel. Among them, RSSWLD has uploaded the highest number of videos (44) followed by LISA (29) and SLA (22). The OLA channel has the highest number of subscribers (2050) followed by LISA (709) and ACLA (579). The videos uploaded by OLA received the highest number of views (46,012) followed by ACLA (11,038) and LISA (7414).

**h) Others :** Three associations i.e. HLA, LISA and SALIS have their own Android Apps and among them, the SALIS Android Apps has the highest number of installations (1000+). ALA and ACLA have their own WhatsApp group which is linked from their website. Pinterest, LinkedIn and Instagram are used only by Andhra Pradesh Library Association (APLA).

**6. Findings :** As on 5th August, 2020, there are 37 functional associations / organizations / NGOs / trusts / societies related to Library and Information

Science in India. Andhra Pradesh Library Association (APLA) founded in 1914 is the oldest library association in India which is still functioning. In terms of members, Indian Association of Special Libraries and Information Centres (IASLIC) is the largest LIS association in India.

Among all the LIS associations / organizations in India, 9 (24.32%) have enabled RSS feeds, 4 (10.81%) enabled Email subscription link, 16 (43.24%) used Facebook, 10 (27.03%) organizations have Twitter account, 2 (5.41%) used Telegram and 6 (16.22%) organizations used YouTube.

As per Alexa, website of the Bengal Library Association (BLA) is the highly used website among all other websites of LIS related associations in India. The BLA also has the credit of having the largest number of reach on Facebook.

Among all the LIS associations in India, as per Alexa, Indian Library Association (ILA) website received the highest number of incoming links from other websites.

Society for Advancement of Library and Information Science (SALIS) has the highest number of followers in Twitter, largest number of Email subscribers and highest number of installation of its Android App.

Odisha Library Academy (OLA) has the largest number of members in its Telegram group. It also has the highest number of YouTube subscribers and its video received the highest number of views in YouTube.

Ranganathan Society for Social Welfare & Library Development (RSSWLD) has uploaded the highest number of videos on YouTube.

**7. Problems in Leveraging the Technologies by LIS Associations:** The library and information science professionals are accustomed with the technologies; however, if you look at the websites of LIS associations it is prominently not visible.. Some of the possible issues observed in implementation of these technologies in library websites are:..

**a) Investment of the associations is low on IT Infrastructure:** If we look into the list of world's richest people, we can find that more and more people from the IT companies or the people who have invested heavily on the IT infrastructure are included in the list like Mark Zuckerberg (Facebook), Jeff Bezos (Amazon), Bill Gates (Microsoft), Steve Ballmer (Microsoft), Larry Page (Google), Sergey Brin (Google), Larry Ellison (Oracle Corporation), Colin Zheng Huang (Pinduoduo) and it goes on. LIS associations invested least in the IT infrastructure and more on other aspects.

**b) Technology infrastructure is not accepted as a property of the associations:** In most of the associations, IT infrastructure created by active members of the association is not passed on to the succeeding administration or committee. Neither the person who has created bothers to transfer it to the next nor the receiver demands for it. For example: If someone created a Facebook page / group of an association, a blog, a WhatsApp group or Telegram group/ channel, it does not reflect the changes that took place in the association from time to time in the form of change in leadership (new executive body / president / general secretary and so on).

**c) Technologies are not placed at the front end:** During these days, there are hardly any associations which are out of reach from Facebook, WhatsApp, Blog and others and almost all the associations are using these in some form or others. However, all these online tools do not exist on websites which is the front face of the association. A few associations have their own registered domain name and even have a blog on WordPress, Blogger or other platforms; however, they have not mapped their blog to the sub domain of their main domain. The same is happening with the Telegram group / channel or others; they are not linked from the home page of the website of the association.

**d) Emphasis on communication:** The effective communication is the building block for the success of any association and in the association activities it is not being given an importance. Still it is believed that uploading any kind of information on the website will suffice to update the members.

**e) Words are suppressing our actions:** All associations / organizations regularly organize seminars, training programs, and workshops on web 2.0, library 2.0, digital library, and social media and so on. However, the statistics shows that only a few associations have implemented and integrated these tools on their websites.

**f) More time consumed in paper work than to implement it:** The associations are a group of people and in most cases these were led by a small group of people, we generally called them the executive body which were elected or nominated for a single year, two year or rarely for three years. They come to power because of their achievements in the past and all these responsibilities need to be carried out as a voluntary task and in most cases there is no reward for it. If anyone willing to do any new things in any associations / organization, the first thing he/she will hear from others is that - kindly write a letter explaining what you are going to

do and this simple sentence is putting a full stop to the whole idea as when the work is voluntary and takes only an hour to implement, people find it difficult to put three hours of their time in paperwork.

**g) Indian Ideology:** In most of the cases the responsibilities of the associations were vested on such people who have demonstrated and achieve a desirable level in their professional life and in Indian society, people were taught not to go against the elder and this creates a barrier in the flow of ideas from the younger people that might be of beneficial for the whole association.

**8. Conclusion:** The library associations / organizations consist of a group of likeminded people. The effective communication is crucial for fulfilling its aim and objectives. There are hardly any associations which are left out from the reach of Facebook, WhatsApp, Telegram and so on. However, the interesting part to be noted is that even the existence of those platforms that is supposed to connect the members are very hard to discover as they were not mentioned in the prominent places of the associations for people to find them. All associations put their much effort in publicizing their events, activities to others. However, at the same time associations do not exist in social media or their social media profiles were not updated for years and their followers / subscribers who showed interest in receiving the content were not made aware of what is going on in the associations / organizations. So, we are simply neglecting the people who are interested in us and working hard to reach those who do not have an inclination towards us. Self introspection will help the associations to achieve the set objectives of the association and to empower the members with new knowledge.

**Disclaimer:** *The data regarding the total registered member (approximate value) were collected from the website of the respective associations / organization if they were available, otherwise, the zones or chapters and their pattern of membership number and list of new members that were published in the newsletters were consulted to have a rough estimate of the total members.*

**Note on the Conflict of Interest:** *The author is working as a General Secretary of Assam Library Association (ALA) and responsible for the design and development of the website of Assam College Librarians' Association (ACLA) and Women Librarians' Association of Assam (WLAA). He is also a life member of Indian Association of Special Libraries and Information Centres (IASLIC) and a member of Ranganathan Society for Social Welfare*



& Library Development (RSSWLD) and Library and Information Science Professional Association (LISPA). This article represents the status of the associations as it is and based on verifiable facts and in no way the personal involvement of the author with any of the associations has influenced any part of the article.

**Access to Raw Data:** The access to the raw data on which this article is based on is available in a MS Excel Sheet. Once the article is published, all these data will be made public and available at <http://file.badanbarman.in/data/library-association.xlsx>

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