

# A 10-Day Quality Improvement Program : Image Building and Reputation Management of Library and Information Systems and Services (IBRM-LISaS)

May 15 - 24, 2021



Indian Association of Special  
Libraries & Information Centres  
(IASLIC)

P 291, CIT Scheme 6M, Kankurgachi, Kolkata -700054  
<http://www.iaslic1955.org.in>

## IASLIC - The Nucleus Body for the Program :

IASLIC (Indian Association of Special Libraries & Information Centres) is a national professional society with the devout task of bringing the Library and Information Systems and Services to healthily overarch the society by consolidating, creating, disseminating and presenting information and refined knowledge for fruitfully carrying on all types of human activities. It enjoys the patronage and support of the Ministries and Departments of the Governments, DST, CSIR, ICAR and other GOI societies, especially the RRRLF, Universities, Research Bodies and the likes in organizing course programs, workshops, conferences, seminars etc. facilitating the LISaS to aid, assist, complement the governmental, academic, research and all social activities by presenting information and knowledge at the time of crucial need. To this regard, the dire need is to march forward to promote, popularize and propagate the strategic role of the LISaS and to take the LISaS to the people occupied with all social activities.

IASLIC launches the present course with a view to adding value and expertise to LIS professionals to go in for the task of building legitimate image of the libraries and its services by way of skilfully managing its activities to create its reputation.

## A Brief Preview of the Program :

Information and knowledge being the basic inputs, indispensable and invisible instrument for planning and decision making processes in all spheres of social activities, libraries, like other social units, are to stay as essential organs for development. Obviously, the task of any library is to design and produce the consumer (user) friendly products and services to delight the customers most. Consonantly as well, both production and marketing management practices need be followed. Precisely, besides designing and producing service products adoption of promotional processes and practices to attract the people to use libraries and its services should be the mantra. But the situation prevails otherwise. Often is the talk of the ills and ailments of the libraries, assumedly and deservedly, because the libraries hardly take any programme to promote its value added services to make its value felt as it should. This is a most pertinent area of marketing management practices and strategies which are rarely followed in managing the LISaS. This situation has been creating a crisis in the LISaS arena. Must is therefore just the time to rise up saliently to drive to the situation as one should “never let a good crisis go to waste”. IASLIC has decided to conduct an intensive course programme on “Image Building and Reputation Management of Library and Information Systems and Services (IBRM-LISaS)” as a quality improvement program.

## Key issues to be delved into :

- Economics of Information and Pivotal roles of the Library and Information Systems and Services (LISaS) in the changing economy.
- Ensuring effectiveness and efficiency in LISaS abiding with its preception and professes to make it a bench mark.
- LISaS as an input output system model - Operational resources, activities and achieving goal.
- Information service products: Ideation, innovation and designing.
- Marketing of Information service products : Perception, Principles and Practices: Marketing mix, Product testing and Test marketing processes.
- Information services, Promotional planning, Determining promotional mix.
- Public Relation and Media Planning.
- Information Service Marketing Communication and Writing.

## Mode and Method :

**Mode :** The course would be in **online mode** of 3 credits (30 hours') duration.

**Method :** Presentation, interaction and group discussion will be pursued as the method of teaching learning process. The classes will be of 1hr 30mts duration, 1hr will be for presentation / description and 30 mts for discussion/interaction or group discussion.

## Dates and Time schedule :

**Dates :** 15<sup>th</sup> May to 24<sup>th</sup> May, 2021

**Time :** 2 classes a day, with 15 mts break in between viz. 4 p.m. to 5:30 p.m. and 5:45 p.m. to 7:15 p.m.

## Target Participants :

LIS Professionals, Practitioners, Teachers, Researchers, Students and those who are cherishing to join the profession.

## Course Fees :

Rs 1000/- (One Thousand) for IASLIC members  
Rs 1200/- (One Thousand Two Hundred) non-members  
Rs 1500/- (One Thousand Five Hundred) for sponsored candidates  
Rs 800/- (Eight Hundred) for researchers and students

**Mode of Payment :** Payment of fees may be made both offline and online. For offline payment, cheque or DD should be made in favour of IASLIC, payable in Kolkata. For online payment, details of Bank particulars are as follows:

**Bank : Punjab National Bank**  
**Branch : New Manicktala**  
**Account No. : 0082010076724**  
**IFSC Code : PUNB0008220**

**Course Materials :** Course materials will be supplied to the participants.

**Awarding of Certificates :** Each participant would be awarded certificate for participation.

**Resource Persons :** Resource Persons will be drawn from Universities, B-Schools and Iconic Practitioners.

## Course Director :

**Shri S. B. Banerjee**

Ex Deputy Manager (Information), HPC, Kolkata, Former, University and B-School, Faculty, Convener, Education Division, IASLIC.

## Registration for Participation :

Application in the enclosed form together with the participation fee as mentioned above may be sent to The General Secretary, IASLIC, P 291, CIT Scheme 6M, Bankurgachi, Kolkata - 700054. For Further details visit <http://www.iaslic1955.org.in>. And / Or, Contact - Shri Abhijit Kumar, General Secretary, IASLIC (Mobile: +919163365942, E-mail: [abhijitkumar330@gmail.com](mailto:abhijitkumar330@gmail.com)).

Link will be provided to registered participants in due course.

## Participation Form :

### A 10-Day Quality Improvement Program: Image Building and Reputation Management of Library and Information Systems and Services (IBRM-LISaS)

May 15 - 24, 2021

## Participation Form

1. Name in full (In Block Letters).....  
.....

2. Address.....  
.....  
.....PIN.....

3. Contact  
Mobile No.....  
Email ID.....

4. Are you a sponsored candidate? Yes/No  
If yes, write the name and address of sponsoring  
organisation.....  
.....

5. Are you a member of IASLIC?  
If yes, put a tick mark here.....

6. Educational Qualifications.....  
.....

7. Experience.....  
.....

8. Particular of Payment  
Cheque No.....  
Or, DD No.....  
Or, Online Payment Details.....  
.....

.....  
Date Signature