

Report on



International Conference
2nd Tecnia SRFLISindia Summit 2015



"GREY TO GREEN"

Creating Sustainable ICT Environment through Green Management,
Librarianship & Entrepreneurship and Corporate Social Environmental Responsibility

11-12 April, 2015
Tecnia Auditorium, TIAS, New Delhi

In collaboration with



Jointly Organized by



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085
Website: www.tecnia.in E-Mail: directortias@tecnia.in

**SATIJA RESEARCH FOUNDATION FOR
LIBRARY AND INFORMATION SCIENCE (SRFLIS)**

L-126, "SNEHANCHAL" SHASTRI NAGAR, DELHI- 110052
Website: www.tecnia.in E-Mail: directortias@tecnia.in



Report

International Conference 2nd Tecnia SRFLISindia Summit 2015 *"GREY TO GREEN"*

Creating Sustainable ICT Environment through Green Management,
Librarianship & Entrepreneurship and Corporate Social Environmental Responsibility

Venue

TECNIA AUDITORIUM, TIAS

Date

11th April 2015 at 10.00 AM



TECNIA INSTITUTE OF ADVANCED STUDIES

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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

Tel: 91-11-27555121-24, Fax No: 91-11-27555120,

E-Mail: directortias@tecnia.in; Website: www.tecnia.in



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DAY 1 INAGURAL SESSION

**The session started by the lighting of lamp ceremony to goddess SARASWATI.
The Key people of inaugural session are as follows:**

1. Conference Director - Dr, Ajay Kumar, TIAS
2. Conference Co Director – Dr K P Singh, DLIS, Delhi University
3. Key Note Speaker – Prof Rajesh Bajaj, TIAS
4. Chief Guest - Prof. I. M. Kapai, Member, University Grant Commission, New Delhi
5. Guest of Honour - Prof. Sanjeev Mittal, Dean USMS, GGSIP University
6. Patron - Sri Ram Kailash Gupta, Chairman, Tecnia Group of Institution
7. Co Chief Patron- Prof M P Satija, Emeritus Professor, DLIS, GND University, Amritsar



Prof. I. M. Kapai lighting of lamp



Prof. Rajesh Bajaj, Sri Ram Kailash Gupta & Dr. Ajay Kumar lighting of lamp

The Chief Guest of this occasion Prof. I. M. Kapai is felicitated by Sri Ram Kailash Gupta, Chairman of Tecnia group of Institutions. Guest of Honour Prof. Sanjeev Mittal is felicitated by Director Dr Ajay Kumar Rathore..



Sri Ram Kailash Gupta, Prof. I M Kapai And Prof. M P Satija



Dr Ajay Kumar, Prof. Sanjeev Mittal & Sri Ram Kailash Gupta



TIAS released the proceedings of the international conference “GREY TO GREEN”.



Dr. Ajay Rathore, Director, Tecnia Institute of Advanced Studies, in the inaugural session welcomed all the guests, participants and organizing team members. In his opening remarks, he informed that over 225 persons have registered for the conference from India and abroad.

Dr. Rajesh Bajaj delivered the Key note Address by explaining the growth and development saga of human endeavors. He said that pollution is lethal for environment and the world is sacrificing human lives at the cost of development and advancement. He urged and focused to adopt greener solutions in terms of use of solar energy, greener buildings, cars, and other means of life to curb the emission problem. He sincerely urged the participants to turn this earth from grey to green by planting more trees and adopting greener solutions in daily life.



Dr. K. P. Singh, Conference Director and President of the SRFLIS presented the background and introduction of the conference and the relevance of the theme in the present scenario. He welcomed all the guests and delegates and thanked the entire conference organizing team. He also informed that the editorial board received 110 papers and after thread-bearing discussions and deliberations only 78 papers were accepted and published in the proceedings. These include papers from Australia, Sri Lanka and other countries as well.

Prof. Sanjiv Mittal, Dean - USMS at IP University in his address focused on greener supply chain, adoption of architectural changes in offices and houses to use sunlight and reduce electricity dependency. He discussed 5Rs of green technology, PDSL model and 5Ecos needed in present environment for better living standards. He elaborately discussed the waste management system to be adopted for better living.



This followed the SRFLisindia awards (Indian library leaders) bestowed upon library professionals for their dedication, commitment and hard work for LIS profession. Lifetime Achievement Award was presented to Prof. A. S. Chandel, Professional Excellence Award to Dr. R. K. Sharma, Promising Professional Award to Mr. K. P. Singh & Prof. Veena Saraf Award for outstanding professional service was presented to Prof. J.C. Beniwal. All the award winners were felicitated by an individual citation and a shawl by the chief guest and other dignitaries on the dais



Lifetime Achievement Award was presented to Prof. A. S. Chandel.



Professional Excellence Award to Dr. R. K. Sharma



Promising Professional Award to Mr. K. P. Singh



Prof. Veena Saraf Award for outstanding professional service was presented to Prof. J.C. Beniwal.

All the award winners were felicitated by an individual citation and a shawl by the chief guest and other dignitaries on the dais.



Shri Ram Kailash Gupta

After the award ceremony, **Shri Ram Kailash Gupta**, Chairman, Tecnia Group expressed his heartfelt thanks to all the participants and organizers of the conference. He congratulated and blessed the whole organizing committee and wished good luck to all the participants and belief that they will learn many new facts and information about the new concept of green technology which is inevitable for present and future generations.



Prof. I. M. Kapai

Prof. I. M. Kapai in his address as Chief Guest emphasized the importance of library for every institution, need of friendly librarians, highlighted the importance of Nalanda University Library in Education System and need for more private participation in education sector and work for equality between teachers and librarians through Govt. initiatives.



In the end of the Inaugural, vote of thanks was delivered by **Mr. M. N. Jha**

PLENARY SESSION I GREEN MANAGEMENT AND GREEN LIBRARIANSHIP

The first Plenary Session on “Green Management and Green Librarianship” was Chaired by Dr. Ramesh Gaur, Librarian, JNU and Dr. Jnanendra Narayan Singh, Librarian, Dyal Singh College acted as Co-Chair. The Invited Talk was delivered by Dr. P. V. Khatri of Swami Shradhanand College, University of Delhi on “Green HRM”. In this session, 8 papers were delivered by the presenters in the areas of Green Management, Green HRM, Grey to Green, Green Innovative Practices, Social Entrepreneurship and Other related areas.



Dr. P. V. Khatri, Dr. Ramesh Gaur, Dr. Jnanendra Narayan Singh



In this session **Ms Vanita Khanchandani** presented a paper titled “E-learning initiatives in India and libraries”. She shared the forms of e-learning, creation of e-content and stakeholders who create e-content. She also covered the disadvantages of e-learning and the role of professionals in e-learning.

Dr. Kaushal Chauhan presented a paper titled “Digital information Library among MMEC library users”. The objective of her study was to find out the advantages, disadvantages and the opinion of MMEC libraries. She compared e-resource and printed resource. She also talked about challenges of digital library.



Anil Kumar Dhiman presented a paper titled “Sustainable Libraries”. He told how green libraries can be achieved and the standard of building. India also has three green libraries. He shared the role of librarians. He gave conclusion on how to green libraries, management and services.

Anil Kumar Dhiman

Ms. Ishika Arora presented a paper titled “Grey to Green Infrastructure”. In her presentation she said that it is purely environmentally friendly technique. She shared the strategies under Green infrastructure. She concluded that it helps in absorbing the excess water.



Ms. Shilpa Bhandari presented a paper titled “Green CRM”. Her presentation covered the definition of CRM. She explained the various components and stages of CRM and its importance with examples.

PLENARY SESSION II KNOWLEDGE MANAGEMENT AND LIBRARY CONSORTIA

The post lunch session on "Knowledge Management and Library Consortia" was Chaired by Mr. Subhash Deshmukh, Librarian, IP University and Co-Chaired by Dr. P.K. Jain, Librarian, IEG. Invited talk was delivered by Dr. Shantanu Ganguli from TERI on "Transforming Knowledge".



Dr. P.K. Jain, Mr. Subhash Deshmukh and Dr. Shantanu Ganguli

In this session, 9 papers were presented in the areas of Green Libraries, e-learning, Library Consortia, Grey Knowledge Management, e-resources Management, etc.



Mr. Awadesh Singh presented a paper titled "Emergence of electronic resources" in which he focused on optimum utilization of e-resources under UGC-INFONET, Digital library consortium and consortium model.

Ms. Purna Singh presented a paper titled "Open education resources". It includes project OSCAR, national program of technology, e-PG Pathshala.



Ms. Nirmala presented a paper titled "Use of e-resources through consortia". It includes changing from static text to audio, video etc. and focused on online resources i.e. CDROM, Databases in north-east university.

Mr. Mohit Banerjee presented a paper titled “Information retrieval systems” which includes identifying relevant information. He also focused on electronic industry.



Mr. Nazrul Islam Azmi presented a paper titled “Indian research repositories”. He said that health and medicine contribute 10.47% in total repositories as the subject coverage is largely multidisciplinary in nature.

Mr. Nabi Hasan presented a paper titled “library consortia and change management”. He focused on consortium, its evolution, benefits that include networking among librarians and libraries, highly discounted rates of subscription etc.



PLENARY SESSION III MOBILE AND WEB TECHNOLOGY APPLICATIONS

The last session of the Day 1 on "Mobile and Web Technology Applications" was Chaired by Dr. Mohinder Singh, Ex-Director and Scientist-G, DSIDOC. Dr. Sanjay Kataria from JIIT, Noida was the Co-Chair. Dr. Narender Kumar from University of Delhi delivered the Invited Talk on, “Relevance of Libraries and Five Laws in Digitization”.



Dr. Sanjay Kataria, Dr. Mohinder Singh & Dr. Narender Kumar



Mr. Anil Jharotia, presented a paper titled “Use of smart phone in library services with special reference of whatsapp” applications. He focused on whatsapp working in libraries.



Ms. Jyotsana Thakur, presented a paper titled “Efficiency of social media” in growth of small businesses enterprises. She said that social media is determining the future of business surroundings.



Dr. Babita Gaur presented a paper titled “Mobile phones for library management”. She described mobile application technology and said that this technology can bring dramatic change in academic libraries.



Mr. Naresh Kumar presented a paper titled “Learning organisation silent library”. The outcome of her study is the co-ordination of study between young and old staff. Staff understands the problem ended by saying one should share his idea only by this he could promote.

DAY 2

12th April 2015 at 10.00 AM

PLENARY SESSION IV SEMANTIC WEB AND WEB TECHNOLOGIES

On the 2ND Day, deliberations started with lightening of lamps by dignitaries, namely Prof. Bajaj, Prof. M. P. Satija, Prof. J.S. Amaraweera, Dr. Babita Gaur, etc. The first Plenary Session of day 2 on "Semantic Web and Web Technologies" was Chaired by Dr. J. S. Amaraweera from University of Kelaniya, Sri Lanka and Co-chaired by Dr. M P Singh from BBAU, Lucknow.



In this session, 4 papers were delivered by the presenters in the areas of Semantic Web, Big Data and its role in Libraries, Use of RDF and XML in Semantic Web and Other related areas.



Mr. Vikram Aditya, presented a paper titled “Semantic web ontology” in which he described web 1.0, 2.0 and 3.0 used from 1996-2016. He focused on web used in different countries like North America, Asia, Latin America and talks about semantic web language, web 3.0, its services, advantages and ontology involving semantic and pragmatic ontology, its structure, types of ontology language.

Dr. Jitender Rai, presented a paper titled “Big data of technology, its analysis”. He said that Big data can be used in web technology. He further added the intelligent enterprise portal which is related to big data technology, its characteristics, its types that is structured and unstructured and he focuses on “hadoop” which is tool for solution of dealing with big data.



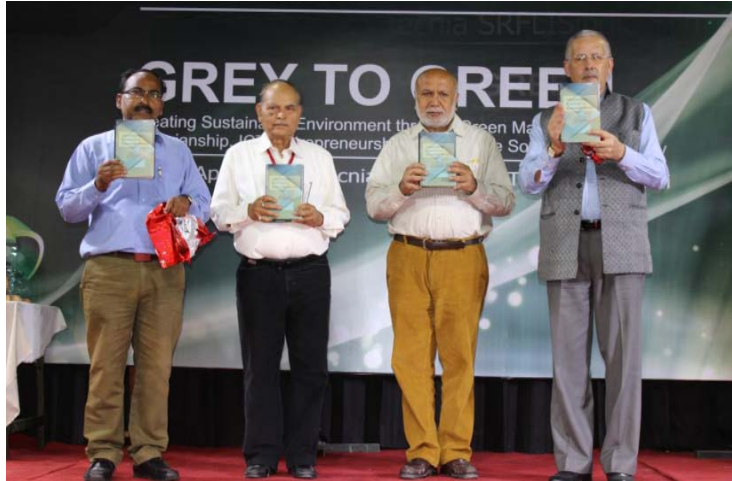
Ms. Nishant presented a paper titled “Semantic web”. She said that Semantic web includes semantic technology resource description framework. she talked about ontologies which provide accuracy for web searches. She concluded that semantic web tries to reduce the barriers in the retrieval of information from web.

Ms. Garvita Jhamb presented a paper titled “Z39.50”.She said that it is American national standard for information storage.She presented applications and services of Z39.50 in libraries. She concluded that Z39.50 is open protocol standard and is important tool for data base retrieval.



FELICITATION EVENT

The highlight of the session was felicitation of Prof. J.C. Beniwal by Prof. David from UPSC, Govt. of India and release of festschrift volume, titled, “Librarianship Redefined in Knowledge Society” in honour of Prof J.C. Beniwal.



PLENARY SESSION V OPEN SOURCE SOFTWARE, INNOVATION AND E-RESOURCES

The fifth session of the day on "Open source Software, Innovation and E-Resources" was Chaired by Prof. C. P. Vashisth, President DLA and Co-chaired by Dr. R. N. Mishra of DLIS, Mizoram University.



Mr. P. K. Upadhyya, Prof. C. P. Vashisth & Dr. R. N. Mishra

In this session, 4 papers were presented in the areas of Open Access Resources, Innovative Practices, Cloud Computing application in Libraries, Data Curation, etc.



Mr. P. K. Upadhyia

Mr. P. K. Upadhyia from NIC delivered the invited talk on "Libraries in Nation Building under Digital India.

Ms Neha Singhal, presented a paper titled “**MOOCs and libraries**” that is massive open online courses. Its includes advantages, problem areas that is lack of credit method of assessment. She further added role of libraries. She concluded that MOOCs provide the invaluable opportunity to connect with global learners



Ms Neha Singhal



Prof. R N Mishra

Prof. R N Mishra talked about perspective of **Prototype library system: issues and challenges** in future library. He focused on future library, its requirements that are online recording of library. It includes digitization of library, its ingredients and different services. He concluded that there should be transformation of technology from customer to electronic

Mr. Rajendra Mohan Dev Sharma presented a paper titled “**Innovative practice in the degree college libraries of Nazira subdivision, Assam: A case study.**



Rajendra Mohan Dev Sharma

PLENARY SESSION VI GREEN MARKETING AND MARKETING OF LIS PRODUCTS AND SERVICES

The last plenary session of the conference on "Green Marketing and Marketing of LIS Products and Services" was Chaired by Dr. R. K. Sharma of the United Nations and Co-chaired by Mr. Kumar Sanjay from Niti Aayog.



Dr. R. K. Sharma & Mr. Kumar Sanjay



Dr. RK Bhatt focused on concept of marketing mix, how the marketing is done, consultancy services etc. He said that Library services vehicles of promotions are brochures, newsletters, posters, calendar, advertising, etc.

In the last session, a total of 9 papers were presented in the areas of Green Marketing, Supply Chain Management, Corporate Social Responsibility, Total Quality Management, and other related areas.



Mr. Shailesh Dhyani presented a paper titled "Green market management". His presentation involved issues like infected diseases, drought, etc. He focused on Indian initiative towards national goal of energy security.

Ms. Naresh Kumari presented a paper titled "Environmental degradation". She talked about the all the evil situation of the society. She said that public itself can prevent and balance the environment by minimum use of vehicles.





Dr. Vandana Raghav presented a paper titled “Green environmental” She focused on economic growth and environmental sustainability. Her presentation included degradation of environment, environmental issues like population pressure and unsustainable use of resources which leads to environmental problems. She also talked about green growth which helps in improving bio-diversity and eco-system services.

Ms. Kanika Gupta presented a paper titled “Grey knowledge management to greener strategic management”. Her presentation includes the details of knowledge management in particular the objective and research methodology. She concluded by saying that success of every organization depends on the how knowledge management applied in the organization concerned.



Ms. Geetika presented a paper titled “Grey to green”. She shared her knowledge about the Green HR initiative, role of Green HRM and Green Office Product.

Ms. Hema Devi presented a paper titled “Users information search strategies in computerized libraries”. She said that colleges should must access to open resource of education so that it could enhance the knowledge of knowledge seekers.



Ms. Hema Devi



Mr. Anishu presented a paper titled “Corporate social responsibility”. He explained CSR law in the companies and explained its benefits for companies, societies and other corporations.



Mr. Karan and Mr. Pratyush presented a paper titled “Supply chain management” which refers to the movement to the good and services from point of origin to point of customers. Supply chain management deals with material and information flow. It also helps the companies in using green transportation facilities.

Ms. Bhanu Priya and Ms. Ankita presented a paper titled “Green marketing” which involves the adoption green marketing, mix. They concluded that GM is more than creating green product and it provides the systematic change in the society.



VALEDICTORY FUNCTION

The Chief Guest of this valedictory function was Prof. G.N. Tiwari from Centre for Energy Studies IIT Delhi and Guest of Honour for this occasion were Prof. Navin Rajpal, Dean USIT and - Dr. Ashok Kumar from DRDO.



Dr Ajay Kumar, Dr Ashok Kumar, Sri Ram Kailash Gupta, Prof. G. N. Tiwari, Prof. M P Satija, Prof. Navin Rajpal



The Session started with the valedictory report presented by Reporteur journal Dr Nabi Hasan. Dr. K P Singh thanked all the participants, delegates and students for the success of International conference Grey to Green. He said that this was possible only by the team work.

Prof. G N Tiwari said that there is need of such conferences grey to green because it is the only platform to share ideas whether to accept it or reject it. Furthermore, he said that a first living organism on earth is “algae” in contest of “grey to green” topic. He added that in beginning of the world, there was clean environment, and greenery is all over but now a day’s everything got changed, starting from the home to our workplace, our life style changed, we are going “green to grey”. So, this conference leads to make solutions for the problem related to the environment.



Prof. Naveen Rajpal said the learning of the conference should be applied in the real life.

Sh. R K Gupta said that to organise such type of conferences and seminars and get the benefit of them is really excellent. He said that in future the institute will keep doing these types of conferences and keep inviting delegates and will enhance the knowledge of all.



Prof. M.P Satija appreciated the team work and the management. He talked about the topic of the conference that the importance of library should be uplifted

Dr. Ashok Kumar said that conferences are the good platform to show the creativity and enhance the knowledge. He further talked about E-environment, e-books, mobile phone and grey to green.



Dr. A. K. Rathore thanked all the delegates said that conference has enhanced the knowledge of all.

Dr. M.K Jha has given vote of thanks to all.



Begning of "GREY TO GREEN"