DIGITISATION OF THE MICA LIBRARY

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ABSTRCT

This article gives an introduction about the digitisation of the MICA Library. It explains about the various bibliographical databases created by MICA library for its users using WINISIS Software. Images of the member's photographs and print ads are also covered with circulation and print ad databases. The library does the complete digitisation of the full text dissertation on CD-ROM. MICA Rural Market Ratings (MRMR) and MICA Urban Market Ratings (MUMR) are CD products based on secondary sources and digitised maps. The article also explains about the online MICA E-mail service.

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0.   Introduction

Mudra Institute of Communications Ahmedabad (MICA) was created by Mudra Communications Ltd. in 1993 as the first premier institute in the field of advertising communications. The **MICA Library** was started in the year 1994. Major emphasis is given on advertising, marketing, mass media and related fields. From the beginning, to make an optimum use of its information resources namely books, periodicals, newspapers, print ads, dissertations, television commercials, serial control, circulation, non-book material, seminars/conferences, the library has gone for the digitization. WINISIS software (CDS/ISIS 1.4 (build 10) for Windows), developed by UNESCO, is being used by the library. This has been selected because of its versatility like continuous support from NISSAT, LAN facility, link facility, image, link across the database, link with WWW, cost effectiveness and availability of regular free updates to license holders from UNESCO.

Formerly **Roti, Kapda aur Makan** were considered to be the essential commodities, but now one more item has been added to it i.e. *IT.* So, it become **Roti, IT, Kapda aur Makan**. Once you are habituated to work with IT, its very difficult to work without it. To attract more users, the library should have bibliographical control over the information and make proper use of IT. Manual procedure of working has been completely eliminated in the library. Library makes it possible by identifying the use of various resources useful to readers. Secondly, it has concentrated on scattered information/information gap. The real value addition will take place when information scattered is controlled e.g. Newspapers, Dissertations, Print Ads, and AAA databases on

advertising, marketing and mass media. All the databases created by the library are available on LAN. The whole campus has got 117 nodes. Five persons are involved in maintaining the databases. Eighty percent of the time goes in processing the information.

1.   MICA Library Databases

01. American Academy of Advertising	02. Books
03. Bound Volumes	04. Case Studies
05. Television Commercials	06. Dissertations/ Summer Reports
07. Issues	08. Newspapers
09. Non Book Material	10. Periodicals
11. Print Ads	12. Sales Promotion Schemes
13. Serial Control	

1.1   American Academy of Advertising

This database covers the conferences held in different parts of the USA with theme on Advertising. Fields included in this database are proceedings name, subject, title, author/s, university, acc. No. and call No.

Utility: This database is very much useful to students and faculty members. It covers information on advertising education and advertising research.

1.2   Books

Book database supports the information requirements of students, researchers, faculty, visiting faculty, FIPs and Staff. Search is possible through author, title, content of the book, classification no., accession no. etc. Traditional card catalogue is replaced by the online catalogue. CCF and ISO 2709 are followed for the standardisation. It covers chapters from the contents. This has increased the utility of the books.

At the end of a record, issue status of a book is given with the help of referral function. The purpose of the issue status is to save the time of the user.

If the user clicks on the accession number it will open the Issue database and shows the date of return so he or she can reserve the book.

Additional facilities have been created to take the printing from the book database for Book Card, Spine Tag and Book Pocket. This programme is developed on FoxPro. This has saved time and improved the quality of output.

Printing Process of Book Card, Spine Tag and Book Pocket

WINISIS-Book--->Print--->Text-----MICA BCL Software(FoxPro)--(Book Card, Book Pocket, Spine Tag)

1.3   Bound Volumes

MICA library subscribes to around 71 periodicals, both national and international, in various fields like advertising, marketing, market research, consumer research, media, culture and leisure magazines, like, India Today, Outlook, Sportstar, Femina etc. Back issues of these periodicals are available in bound form for reference purpose. The database gives details like volume and issues available with the library. Like Book Database, it also shows the issue status about the bound volumes.

1.4   Case Studies

This database helps to study a particular brand. It includes fields like title, author, generic name, brand name, company name, agency name, place, page, year, country, subject, keyword etc. It also directs to the original document through hyperlink.

1.5   Television Commercials

This database pertains to commercials which are appearing on air. It covers both national and international ads from countries like UK, US, South Africa, Japan etc. Sources covered are Television Ad Index, Satellite Index, TV Register (international coverage), A&M Black Box, Cassettes from producers, advertising agencies etc. Fields covered in this database are Cassette No., Title, Starting time of an ad, Product Category, Product Name, Brand Name (eg. Godrej Cinthol), Client (Godrej Soaps), Ad Title, Producer, Advertising Agency (eg. Madison Avenue), Language, Subject, Class No, Channel on which the ad is aired.

On an average, each cassette contains hundred commercials, so its quite difficult to locate a particular ad. Each ad runs for few seconds. At present library has a collection of about 225 video cassettes. To save the time of the user (Dr. Ranganthan's Fifth law of Library Science), this database is very helpful.

1.6   Dissertations & Summer Reports

Since ours is an educational institute, students are supposed to do summer internship during the first year break and again a dissertation in second year in fields like market research, media planning, account planning etc. for the successful completion of the PGP two year programme. This database is similar to book database with few added fields like, Area of specialisation, Batch, Research Guide etc.

From the fifth batch onwards, it is mandatory for all the students to submit their dissertations both in electronic as well as in print form. Once the dissertation submission is over, it is written in a CD using a CD Writer. This saves space, and it has a long life-span.

1.7   Issues

Issue database or circulation is the database about the books issued to the user community. Each student is entitled to four books, issued for a period of 14 days with a provision for renewal, provided there is no demand on that book. As an added facility, user images are also included in the database, to help us to recognise the user, if required. One more added facility in our circulation is that the library users are informed through E-mail when their books are getting overdue for maximum utilisation of the library resources. This programme is developed on Visual Basic 6.

Utility & Advantages of this Programme

? Reminder, three days in advance till the due date.
? Reminder with fine.
? Store issue data of a member.
? Store data of a book issued for number of times.

Process:

WINISIS--->Book--->Print--->Text--->MICA E-Mail software---> E-Mail to Library Members

1.8   Newspapers

This database is a bibliographical one with cross-reference to the original information source. Database covers newspapers from April 1994 and it's updated regularly. This covers seven newspapers. Articles related to advertising, marketing, media planning, product launches, market research etc are collected, pasted on A4 size paper, photocopied and then made into bound volume. Entries in the bound volume are in alphabetical order (eg. Asian Age to The Times of India). One can search by brand name, advertising agency, product etc. This database is unique database in the advertising world because no one has consistently maintained this kind of database in India.

It's a great resource for students, faculty members and industry. The information is highly scattered in advertising field. This is being used heavily for presentation, case studies, project reports, dissertations, monthly monitoring service, product information service, company information, brand information etc. MICA Library has produced more than 80 reports on various products. It has served more than 30 clients. This is possible due to digitisation of the newspaper database. This has earned, on an average, Rs 2.5 to 3 Lakhs revenue every year to the library.

1.9   Non-book Material

Due to increase in non-book materials, the library has created this database which includes CD-ROM, Floppy, Audio Cassette, DVD etc. Now-a-days books, periodicals,

creative books also carry CDs/DVDs. It is very difficult to retrieve a small information lying inside the above forms.

1.10   Periodicals

It is similar to Newspaper databases. This database covers all magazines, periodicals, journals etc.

1.11   Print Ads

Advertisements are scanned from the magazine along with the details like, Generic Name, Brand Name, Advertiser, Magazine, Issue, Page No. Etc. The images are saved in JPEG/BMP format. This information is followed by the print ad at bottom. Search is possible by generic name, brand name, advertising agency etc. It also gives details like objects shown on the ad etc. The progress of this database is slow compared to other databases, because input is greater than the output.

1.12   Sales Promotion Schemes

This database supports the sales promotion schemes viz., exchange offers, discount offers, free/gift offers carried out in the country for different brands during festival seasons.

1.13   Serials Control

This database is maintained for the acquisition of periodicals. Fields included in this database are journals name, address, volume No., invoice details, name of vendor, frequency, date of publication, date of receiving, non-receipt and issue number. If an issue is not received by the library, reminder can be sent to the vendor automatically.

2.   MICA Email Service

Users are informed through Email about new books purchased by the library. Information about over due books, fine and also birthday greetings to users are sent through e-mail. This programme is developed on Visual Basic 6. This programme helps the users to return books at right time for optimum use. All the users have got Email Id and the whole campus is connected through LAN. So this service is very effective.

Backup of the circulation is taken daily and converted into text format. This helps to generate data about the overdue books. Users are informed daily about the overdue books.

Information about the books acquired by the library in a month is also conveyed to the users through this service. This helps the users to reserve books in advance.

3.   MRMR & MUMR

The MICA has developed two CD-ROM products namely MICA Rural Market Ratings (MRMR) and MICA Urban Market Ratings (MUMR) based on the secondary sources. This covers digitised maps of rural and urban sectors. In this project various agencies were involved while creating the product. It's a great help to marketers, planners, ad agencies, media planners, service sectors, management schools etc.

3.1   MICA Rural Market Ratings

An important element in MICA's mission statement, is to conduct research as applied to the needs of the marketing and communication industries. The MICA Rural Market Ratings is the outcome of this research.

Today rural markets –in terms of value and growth-have already overtaken urban markets in many branded goods of mass consumption. It is our belief, that the information contained in the MICA Rural Market Ratings, is a valuable weapon as a planning tool for those who have a commitment to rural India in their scheme of things

Market Ratings is a comprehensive guide, which provides a large body of data for better insights. It comes in 3 parts:

1).   Digital Maps

   All the districts in the country are covered. For each district the maps include:

   a) National and state highways
   b) Railway stations
   c) Detailed information about the 'haats' such as name and location of village, days of the week when the haats are held, distance from the nearest town etc. All the 41,888 haats in the country are covered.

2).   Rural Socio-economic indicators

   A total of 42 socio-economic indicators are given for all the districts. The district has been taken as a unit and the Market Rating denotes the relative potential of the district.

3).   Names and population of each of the 631,307 villages in the country are arranged district wise.

This entire database is compressed in a single CD-ROM, for easy accessibility and is priced at Rs.35000/-only.

MICA Rural Market Ratings has been compiled by some of the best brains on the subject. Characteristically, the information has been presented in a comprehensive, interconnected and actionable database to provide better understanding of the rural markets. People, who have a perspective on rural scene and an understanding of the opportunities offered, will have a major advantage.

3.2 MICA Uuban Market Ratings

According to India Infrastructure Report prepared by NCAER and Arthur Anderson in 1997, much of the investments flowing into India since 1991 have been and will continue to be in the urban centres. Urban India comprises 24% of all India population but contributes over 50% of GDP. This figure is likely to touch 60% by 2001, says the Infrastructure Report.

It is in this setting that MICA Urban Market Ratings (MUMR) assumes greater significance

The CD-ROM (MICA URBAN MARKET RATING) contains digitised maps of 54 cities with population more than 5 lakh and information on various socio-economic indicators for all 300 cities.

The highlights of MUMR are :

1)   Market Ratings

The market ratings denote market potential of a city. It includes all the 300 cities with more than one lakh population. Besides, data on 51 socio-economic variables to cater to the needs of diverse segments of users is provided.

2)   City Details

The information pertaining to over 300 cities, with 51 indicators, is broadly classified in terms of:

Demographics
Occupation
Shops and other business establishments
Electrification
Other Development Indicators
Market Data
Medical Data
Media Data
Banking Statistics
Automotive Data

3)   City Maps
        This package will include, for the first time, digitised maps for all the cities having over 5 lakh population. Information will be provided at two levels i.e. City level and National level.

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        a) City maps will cover:
                I. All roads with names
               II. Localities and arteries by name
              III. Railway network wherever applicable

        This hyper-local information will be invaluable for micro-level planning.

        b) National level data will cover:
                I. State boundary with state capitals
               II. District Boundary with District headquarters
              III. National highways, State highways and other roads
              IV. Railway network
               V. City points

4)   Queries

        The comparative information on any of the 51 indicators for all the cities can be sorted out via simple search or SQL search. Various permutations and combinations of the 51 indicators can also be applied.

5)   Themes

        This identifies the relative quantum of selected indicator represented by pie or bar chart in the all India map for the 300 cities.

The MUMR is presented in the form of a CD-ROM using Map X 4.0 software.

Our study is a reference manual for marketing companies, advertising agencies, media organizations, academic institutions and all those interested in the Urban Markets.

For further information please send your e-mail to **library@mica.ac.in**

4.   Conclusion

The attempt made by UNESCO in developing WINISIS software to encourage automation of libraries throughout the world, needs to be appreciated. MICA library was able to successfully digitise all its user requirements through WINISIS software and also to run in a LAN environment. During the academic year library personnel observes the scope of digitisation and in every summer break the decision regarding mechanisation of repetitions work and scope of creating new database has been worked out. The saved

time is used for creating new database which help users to invest their time in reading rather than finding information. This has benefited the library by increased efficiency, improved consistency, better motivated employees, cost savings, fewer mistakes, less rework, less waste, wider information market opportunities, increased user satisfaction, increased competitiveness, increased profit, better user of time and resources and improved communications. As an added facility, we were able to link the software for supporting the MICA E-mail service and BCL function.

We feel that we haven't been able to test all the features supported by WINISIS. Due to financial problems, many libraries are not able to go for high priced library softwares available in the market. For these libraries, WINISIS is an affordable package to digitise information to provide maximum services to the user community.

For further information please send your e-mail to **library@mica.ac.in**