



MINISTRY OF TOURISM AND CULTURE
MALAYSIA



ANNUAL REPORT
22nd MEETING OF DIRECTORS OF NATIONAL LIBRARIES
IN ASIA AND OCEANIA (CDNLAO) 2014

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1. GENERAL OVERVIEW OF RECENT MAJOR DEVELOPMENTS

1.1 National Library of Malaysia's Strategic Plan 2014 - 2018

National Library of Malaysia (NLM) Strategic Plan 2009-2013 was reviewed in 2013 and NLM's new Strategic Plan for 2014 - 2018 was drawn up in line with Malaysia's Vision 2020 to develop a knowledge society where Malaysia hope to achieve the status of a developed nation by the year 2020. NLM's vision, mission and strategic thrusts were reviewed in order to stay relevant in this era of globalization. Thus, NLM's new vision statement is "The National Library of Malaysia as a world class leader in library development, services and leadership by the year 2020" whereas NLM's new mission statement is "To enhance the delivery of quality information resources through library services in order to build a knowledge society".

NLM five (5) new core strategic thrusts for the year 2014 - 2018 are as follows: To strengthen the development of libraries and the library

profession in order to provide a quality service delivery system; To enhance the preservation of national intellectual heritage in order to generate knowledge; To strengthen the delivery of library and information services in order to support life-long learning; To widen the delivery of digital library services in order to increase accessibility to information ; and To inculcate reading culture in order to build a knowledge society. The NLM's Strategic Plan 2014-2018 will be the new directions for NLM for the next five years.

1.2 Fourth Award for Malaysian Ubiquitous Library (u-Pustaka) Portal (www.u-pustaka.gov.my)

The testimony of the success of the Malaysian Ubiquitous Library or more popularly known as u-Pustaka can be seen by winning its fourth award in the Ministry of Communications and Multimedia Malaysia 's Innovation Award 2013. The award was held in conjunction with the Ministry's Innovation Day in November 2013. Previously, u-Pustaka has won three awards at national and international level since it was launched on the 31st March 2011. The first award was the MSC Malaysia-APICTA 2011 Award in the "Best of e-Inclusion and e-Community" category as u-Pustaka has been identified by the Malaysian government an effective solution to bridge the "digital divide" because it uses traditional resource centres like libraries to push the digital inclusion initiative. The second award was the Inaugural FutureGov Awards Malaysia 2013 in the Technology Leadership category. FutureGov is Asia's longest running government magazine covering government efficiency, transparency and service levels in Asia Pacific. u-Pustaka won the award as it has applied spark plugs to Malaysia knowledge economy through its use of technology to widen access to books, strengthen the library's ecosystem and reduce the digital divide. The third award is the second prize winner of Best Poster Award 2013 in Taiwan E-Learning and Digital Archive and Programme (TELDAP) International Conference held in Taiwan.

Since it was launched on 31 March 2011, public response to u-Pustaka has been encouraging and as at December 2013, 333,019 people have already registered as u-Pustaka members. The membership record has recorded the youngest member as a 3 months old baby and the oldest member is 90

years old. The highest number of members is the adult, followed by teenagers and children. The portal has been visited by 268,898 users from 104 countries from as far as the United States, Australia, the United Kingdom, Germany, Russia, Brazil and Saudi Arabia while there have been 17,047 transactions involving books borrowed via inter-lending. The u-Pustaka project will be roll out to the eight other State Public Library in Malaysia in stages starting from 2014 to 2018. in an effort to transform Malaysia into an inclusive knowledge society.

1.3 Excellence Award 5 Star Rating Malaysia Government Portals and Websites Assessment (MGPWA) 2013

NLM Portal (www.pnm.gov.my) was again awarded the Excellence Award 5 Star Rating Malaysia Government Portals and Websites Assessment (MGPWA) for the fourth consecutive year in December 2013. Among the objectives of this award is to reach out to the citizen, to help promote information and the online services provided by Government agencies. To date, 4,056,349 hits has been registered.

1.4 Malaysia Rural Libraries : Reaching Out to the Hard to Reach

In 2014, library development in Malaysia continued to progress rapidly with an additional five (5) new 1Malaysia rural libraries being approved to be built in order to bridge the knowledge and digital divide among the rural communities. In 2013, five (5) new 1Malaysia rural libraries were built bringing the total number of rural libraries in Malaysia to 1,114 units. The five new rural libraries are well equipped with reading materials such as books, magazines, newspapers and facilities such as computers and free WiFi. The rural librraies are also a repository of information for small businessmen to obtain ideas to do business as well as to market their existing product and services through the internet. NLM managed 511 rural libraries whereas 603 rural libraries are managed by the respective state government. The government show their commitment in enhancing the quality of life of the rural areas by allocating an operating budget of Ringgit Malaysia (RM) 30 million (USD 10 million) annually for the 511 rural

libraries to strengthen the library infrastructure and facilities. To date, the total cumulative library collection in the rural libraries is 9,420,444 copies.

2. RELATIONSHIP TO GOVERNMENT

2.1 Ministry of Tourism and Culture Malaysia

NLM which was formerly under the Ministry of Information Communications and Culture Malaysia was put under the umbrella of the new Ministry of Tourism and Culture Malaysia since May 2013. NLM is under the Culture Sector of the Ministry and supports all the programmes of the Ministry particularly the Visit Malaysia Year 2014 programme which was launched on 4 January 2014. Malaysia's tourism sector is one of the twelve (12) National Key Economic Areas (NKEAs), which has been identified as one of the contributing prime sector in Malaysia economy achievement. Being the top 10 tourism destination in the world, Malaysia has proven its ability in the tourism industry due to its rich and diverse culture and heritage inherited from Malaysia's multiracial society. The Ministry of Tourism and Culture Malaysia will continue its strive to push the tourism and culture sector to a greater heights and, subsequently, make Malaysia as the most preferred holiday destination in the world. This is in line with the government's aspiration via Malaysia Tourism Transformation Plan which is to attract 36 million tourists to Malaysia and generate RM168 billion for the country by year 2020. NLM hope to contribute to the tourism industry through knowledge tourism and making NLM as one of its tourist attraction.

2.2 People Oriented Civil Service

The Government of Malaysia launched a booklet outlining the principles and concept in making the civil service people-oriented on 21 January 2014. The civil servants and in this context, which also include the library profession ought to understand the people's needs and aspirations. The booklet covers topics on Making the Civil Service People-Oriented, Prosperity and Excellence, Six Principles of People-Oriented Civil Service, Civil Service Excellence Towards Realising Vision 2020, and Action Plan Towards Excellence and Prosperity. The six (6) principles of People-Oriented Civil Service are Openness and Approachability, Going Down to

the Grassroots, Engagement, Soft Skills-Striking a Balance between Spiritual and Physical Aspects and Sense of Belonging, and Public-Private and Non-Government Organization (NGO) Partnership - Resource Sharing and Collaboration. Hence, NLM needs to take priority in carrying out these responsibilities in providing service to the library users in order to meet the users' needs. This is also in line with the government's aspiration " People First, Performance Now". In this context, resource sharing and collaboration between libraries are very important in this era of globalization.

2.3 National Library Act 1972 (Act 80) (Incorporating all amendments as at 1 st January 2006)

Under Part III of the *National Library Act 1972 (Act 80) (Incorporating all amendments as at 1st January 2006)*, it is stipulated that the National Librray of Malaysia through Minister of Tourism and Culture Malaysia shall establish an Advisory Board comprising of the Chairman, seven (7) Board Members and the NLM Director General as the secretary of the Board.. The role of the NLM's Advisory Board Members are to advise the Director General of NLM on matters pertaining to the progress and development of NLM and also library services in Malaysia. In this context, NLM Advisory Board Members was first established in 1976 and the tenure of office is for every three years. The new NLM's Advisory Board Members for the term October 2013 to September 2016 was recently appointed by the Minister. Among the major contributions of the Adivsory Board Members were the building of its own National Library Building, human resource development, rural library development and the inculcation of reading habits among Malaysians. The Act is presently under review to further update the Director General functions in the development of libraries and the library profession in Malaysia and to stay relevant in this era of globalization.

2.4 Deposit of Library Material Act 1986 (Act 331)

Under the *Deposit of Library Materials Act 1986*, all publishers in Malaysia are required to deposit five (5) copies of printed materials and two (2) copies of non printed materials to NLM as the national intellectual heritage which stands at 2.29 million as of December 2013. In 2013, **19,987** titles or

201,479 units of materials were deposited with NLM showing an increase of **4.3%** compared to **19,171** titles deposited in 2012. Three copies of the printed materials and one copy of the non-printed materials are kept as the nation's cultural heritage and are stored off site at a rented building in Kuala Lumpur (1 printed and 1 non-printed copy), Universiti Sains Malaysia, Penang (1 printed copy) and Sabah State Library in East Malaysia (1 printed copy). These materials are catalogued and published online in the Malaysian National Bibliography and can be access online via PNM Social Online Public Access Catalogue (Social OPAC)(<http://webopac.pnm.gov.my>) as well as via the Union Catalogue of Malaysia (<http://kik.pnm.my>).

3. KEY FACT AND FIGURES (www.pnm.my/index.php?id=50)

3.1 Libraries in Malaysia

The number of libraries in Malaysia as of 31st December 2013 stands at **12,723** which consists of NLM, **328** state /public /municipal libraries, **1,114** rural libraries, **506** government special libraries, **176** private special libraries, **20** government university libraries, **474** private universities /colleges and **10,099** school libraries. The number of government special libraries has increased from **452** in 2006 to **509** in 2013 indicating that librarians and libraries in Malaysia are still very much needed despite the stiff challenges faced in this digital era.

3.2 Membership in NLM and libraries in Malaysia

A total of **65,786** new members signed up for the year 2013 making the total NLM cumulative membership to **1,128,102** members comprising of the various races and age groups in Malaysia. In 2013, **456** foreigners registered as NLM members comprising of **412** members from Asia, **35** from Europe, **38** from Africa and **16** from USA and Canada. The total membership for all the libraries in Malaysia comprising of NLM, public libraries, rural libraries, special libraries, private sector libraries and academic libraries stands at **10.38 million** (36.4%) out of a total population of **28.5 million** people in Malaysia showing an increase of **0.6%** compared to 2012.

3.3 Library Human Resource

There are **10,742** library staff in Malaysia which consists of **1,514** professional librarians and **8,587** support staff from the various types of libraries to facilitate and provide library services to the 28 million people in Malaysia. The ratio of librarian to the population is **1: 28,000**. The breakdown of the library staff are as follows: NLM (**480**), State Public Libraries / Municipal Libraries (**3,115**), Rural Libraries (**1,732**), Government Special Libraries (**1,649**), Private Special Libraries (**332**), Public Academic Libraries (**2,364**) and Private Academic Libraries (**1,071**).

3.4 Visitorship to NLM and libraries in Malaysia

The number of local visitorship to NLM for the year 2013 stands at **357,653** visitors showing a reduction of **2,005** (-14.9%) visitors compared to the year 2012 where **420,171** visitors visited NLM. The total visitors to **2,464** libraries in Malaysia including NLM stands at **43,761,850**. The reduction in the number of physical visitors is due to the wider access of the digital resources provided by NLM and libraries in Malaysia that can be access at anytime, from anywhere and by anyone. The number of online visitors stands at **985,813** for the year 2013.

3.5 International Visitors to NLM

For the year 2013, NLM received a total of **475** international visitors from twenty (20) countries which include Brunei Darussalam, China, Iran, Indonesia, Japan, Kazakhstan, Morocco, Oman, Taiwan, Thailand, Vietnam, Russia and United States of America. Among the purpose of these visits are to establish networking, benchmarking, digitization of library resources and resource sharing through gift and exchange of publications.

3.6 NLM Library Services and Collection

A total of **283,012** library users used the reference services and collection provided by NLM which include Malaysiana Reference (**148,717**), General Reference (**67,006**), Digital Resources (**39,698**), Malay Manuscripts (**229**), Research Advisory Service (**1,828**) and Cyber Zone (**25,534**).

4. NEW DEVELOPMENTS IN CREATING AND BUILDING COLLECTIONS

4.1 NLM's Intellectual Collection

NLM has the second largest intellectual collection in Southeast Asia with **4,231,036** million materials in various subjects and languages comprising of **3,746,138** units or **95%** of printed materials, **93,348** units or **2.5%** of non printed materials, **94,496** units or **2.4%** digital materials and **4,627** units or **0.1%** malay manuscripts. In 2013, **287,437** units were acquired through purchase (**86,985 units or 29.0%**), *Deposit of Library Material Act 1986* (**201,773 units or 70.1%**) and gift and exchange (**14,479 units or 0.9%**). These materials are documented and their bibliographic records are made available online via NLM's Social Online Public Access Catalogue (Social OPAC) (<http://webopac.pnm.gov.my>) and Union Catalogue of Malaysia (www.kik.pnm.my)

4.2 Writers' Fund

The Malaysian government provides incentive for the book industry and local writers by allocating Ringgit Malaysia (RM) 17.6 million (USD 5.1 million) Writers' Fund between 2007 to 2013 to purchase 1,160 titles or 864,400 copies of books direct from local writers. Books purchased from this fund are selected from writers who deposit their books with NLM under the *Deposit of Library Material Act 1986*. To date, 854 writers have benefited from this government incentive. The books purchased from the writers will be send to all the rural libraries in Malaysia as part of their collection to be used by the local communities.

4.3 Malay Manuscripts : UNESCO Asia / Pacific Memory of the World Register (<http://www.pnm.gov.my/manuskrip/>)

NLM is the National Centre for Malay Manuscripts for the acquisition, documentation and use of the Malay manuscripts as stipulated in the National Library Act 1972 (Act 80). In order to carry out this responsibility, NLM has formulated a policy on Malay manuscripts which stipulates in its policy on the acquisition, documentation and preservation of its Malay manuscripts collection as an intellectual heritage of the people and the nation as well as providing research service related to Malay manuscripts. NLM has the largest collection of **4,663** copies of Malay manuscripts in the world. In

2013, **229** researchers refer to **716** titles of Malay manuscripts in the original format and **57** titles in microfilm format.

The “ *Hukum Kanun Melaka*” (The Laws of Melaka), one of the oldest Malay Manuscripts in the NLM’s collection, written by Sayid al-Syarif Jamaludin Ibn Sayid al-Syarif Abdullah in 1175 has been nominated by the Malaysian Government for the Asia/Pacific Memory of the World Register 2013. *Hukum Kanun Melaka* was most likely compiled during the reign of Sultan Muhammad Shah (1424-1444), the third ruler of Malacca and was completed during the reign of Sultan Muzaffar Shah (1450-1458), the golden period of the Malacca Sultanate. It is a source of information about Malacca Sultanate in the fifteen century. NLM also did tracing of Malay manuscripts in Vietnam and the United Kingdom. To date, NLM has digitized 30% of the Malay manuscripts in its collection and some of the digitised collection (1st 10 pages) can be viewed via the NLM Online Public Access Catalogue <http://webopac.pnm.gov.my>(OPAC Tag 856).

4.4 NLM Publications

NLM published seven (**7**) publications in 2013 namely *Pulo Ka Satu; Travelog Pulau Buton; Policy and Guideline for Digitalization of Library Collection; NLM Annual Report 2012; Library Statistics in Malaysia 2012; NLM Publications Catalogue 2013* and *NLM Journal Sekitar Perpustakaan* Vol. 42/2013. NLM also published two (2) online NLM Bulletin, entitled *Pustaka: Buletin* and *Sari Pustaka* which is accessible full text via PNM portal. These publications are distributed to all the libraries in Malaysia.

5. NEW DEVELOPMENTS IN MANAGING COLLECTIONS

5.1 International Standard Name Identifier (ISNI)

Another area of globalization of knowledge that NLM can share with libraries in the world is to be a member of International Standard Name Identifier (ISNI). ISNI is an ISO27729 certified global standard for identifying millions of contributors to creative works and those active in their distribution, including writers, artists, creators, performers, researchers, producers,

publishers and aggregators. It is part of a family of international standard identifiers that includes identifiers of works, recordings, products and right holders in all repertoires. Two (2) immediate focus areas for ISNI are musicians and researchers. ISNI had launched its database that includes 6.87 million identities with assigned ISNI status together with rich metadata. The ISNI database is contributed by 21 major international libraries and institutions. NLM is looking forward to participate in ISNI in the near future to share their resources globally.

5.2 NLM's Library Policies

Two (2) NLM library policies, that is, Reading Promotion Policy and Library Advisory and Consultation Policy were revised to further enhance NLM role as a leader in library development in Malaysia. These policies will be use as guidelines for libraries in Malaysia and can be access via PNM Portal (www.pnm.gov.my).

5.3 NLM's Research and Development (R & D)

NLM conducted eight (8) surveys pertaining to library services and development in 2013 to further enhance the quality of library services and collection .in Malaysia. NLM future directions and Strategic Plans will be based on the findings of these studies and surveys. The studies and surveys carried out in 2013 were “*A Survey on the Book Industry in Malaysia and the Status and Performance of Book Vendors*”; “*A Survey on the Speed of WiFi Services at the National Library of Malaysia*”; “*A Study on the Effectiveness of Interlibrary Loans Services*”, “*A Study on the Effectiveness of the Usage of K-Jawi*”, “*A Survey on the Status and Strength of the Library Collection of Libraries in Malaysia*”; *A Survey of the Users' Needs on the Services Provided by the National Library of Malaysia*”; “*A Brief Study on Library Transformation in Malaysia*”; and “*A Survey on the Implementation of Information Literacy Programme in Libraries in Malaysia*”. In 2014, NLM will be conducting a National Survey on the Reading Profile of Malaysians to assess the impact of the reading programmes carried out by NLM during the last five years.

6. **NEW DEVELOPMENTS IN PROVIDING ACCESS TO COLLECTIONS**

6.1 **WorldCat Local** (<http://nationallibofmalaysia.worldcat.org>)

WorldCat Local is a webscale discovery solution that delivers single search-box access to more than 1.267 billion items from the world's library authoritative content sources. NLM has subscribed to OCLC WorldCat Local in 2011 to provide access and resource sharing of library materials and local content in Malaysia on the web through one single search. Through OCLC WorldCat Local, NLM hopes to make accessible all its electronic, digital and physical library materials to the world as users will be able to quickly link to online resources, place holds or request items, and borrow materials from other libraries. To date, NLM has successfully sent to OCLC a total of 693,906 NLM's bibliographic records to be uploaded into the WorldCat Local. OCLC has also provided an interface '*instance*' to NLM which provides many benefits, where with a single search, NLM users can get all the necessary information, including information in databases subscribed and Google looks. NLM will continue to send more bibliographic records to OCLC to be uploaded in order for our content and local publications to be accessible globally NLM has also subscribed to WorldCat.org

6.2 **WorldCat Connexion**

NLM has subscribed to WorldCat Connexion which is a tool that allow librarians to perform original and copy cataloguing with the world. Connexion lets you create and edit high-quality bibliographic and authority records and to share them with the entire OCLC cooperative, which benefits libraries around the world.. NLM will also be able to Increase cataloguing efficiency through cooperation and by using the latest cataloguing tools and technology. Connexion also create and maintain copies of NLM's records which may contain additional cataloguing data, such as local call numbers, holdings locations within the institution, or local or copy-specific notes. These accurate holdings information which NLM maintain with Connexion will helps Internet searchers everywhere find NLM and the materials NLM own through WorldCat.org. WorldCat holdings also

help libraries to analyze their collection and compare it to others, using the [WorldCat Collection Analysis service](#) and help thousands of libraries to keep materials moving through the [WorldCat Resource Sharing](#) system.

6.3 Virtual International Authority File (VIAF)

VIAF stand for Virtual International Authority File which combines multiple name authority files into a single OCLC hosted name authority service. The objective of the service is to lower the cost and increase the utility of library authority files by matching and linking widely used authority files and making the information available in the net. It is a collaborative effort between national libraries and organizations contributing to name authority files, furthering access to world's major name authority files. In line with the function of the NLM to made available and share their local resources globally, NLM participated in this project to share the local authors' authority file at the international level. In this context, NLM has submitted 100 local authors' authority file to VIAF as a pilot project and has been accepted by VIAF in September 2013. NLM also send two librarians to attend the VIAF Council Meeting as observers which was held on the 16th August 2013 in Singapore to further understand the implementation of VIAF. In January 2014, NLM signed the Memorandum of Understanding with VIAF to be a member and will continue to contribute local authors' authority file to VIAF to be share among all the consortium members.

6.4 Resource Description and Access(RDA)

To ensure that NLM is in line with the international standard for documentation of library materials, NLM is looking forward to implement the Resource and Description Access (RDA) in March 2014. In this context, NLM has published a *Guidebook on RDA Implementation in Malaysia* which will be launched on 3rd April 2014. RDA is a successor to AngloAmerican Cataloguing Rules 2 (AACR 2) which is designed for the digital environment. As NLM is the coordinator and also the leading agency in the implementation of RDA in Malaysia, two (2) NLM's librarians were send to the National Library of Australia to study the implementation of RDA standards in 2013. Three (3) NLM's librarians also did a study visit

to the Library of Congress Regional Office in Jakarta, Indonesia to further enhance their understanding of RDA. Besides that, NLM has also conducted numerous workshops on RDA for librarians from government special libraries, academic libraries and public libraries in Malaysia. The objectives of these workshops are to give exposure and understanding to librarians on how to use the new international cataloguing standards and rules (RDA) to document library materials in various formats and in using the *RDA Toolkit* in preparation for the implementation of RDA in Malaysia. NLM also plan to apply for funding from ASEAN COCI Cultural Fund to organize a workshop on RDA in documenting library resources for young librarians in ASEAN Member States.

6.5 NLM Electronic Resources Portal (www.pnmdigital.gov.my)

This is a single sign on portal to all the electronic resources in the library and provided free to all Malaysians. This portal can be accessed through personal computer, tablet computer, laptop, smart phone and other electronic gadgets by registering as an online member through this portal www.pnmdigital.gov.my or NLM portal <http://www.pnm.gov.my>. The services provided in this portal include borrowing and downloading of e-books and e-magazines. Since it was launched in 2009 until December 2013, **15,211** people have registered as online members and **141,269** people have visited the portal. Among the online databases available in this portal include Library Press Display, Credo Reference, BLIS, iG Library, Emerald Management Xtra, Encyclopedia Britannica Online Library Edition, World E-Book Library, Overdrive e-book, e-Brary, EBSCO Host and Zinio e- magazine. The total collection of e-books subscribed by NLM is more than 3 million.

6.6 New Media

In 2013, 12,814 visitors from 79 countries visited NLM's blog (blogpnm.pnm.gov.my). NLM's facebook (<https://www.facebook.com/PerpustakaanNegaraMalaysia>) has 5,416 *LIKE* and Flickr (http://www.twitter.com/PNM_sosial) has 398 Followers. These

new media help to disseminate information and for the public to interact with NLM.

6.7 Social Online Public Access Catalogue (Social OPAC)

The library collection of NLM which comprises books, magazines, manuscripts and multimedia resources are now made more accessible to the public via the newly introduced Social Online Public Access Catalogue (Social OPAC). The new OPAC offers users a more interactive search experience as well as making information searches easier and faster. Personalized searches and search results are also the hallmarks of the OPAC. NLM users can add personal comments using reviews, ratings, and social tagging. RSS Feeds inform patrons of newly added materials. Now Social OPAC also allow users to interact with the library and each other by allowing them to share what they have found on Facebook, Twitter and other social media sites. The Social OPAC can be access via links at NLM portal <http://www.pnm.gov.my/> or <http://webopac.pnm.gov.my>. **1,513,171** hits was recorded in 2013

6.8 Digitization of Library Materials (www.pnm.my/index.php?id=50)

NLM has disseminated the Policy for Digitization of Library Materials in Malaysia and Guidelines for Digitization of Library Materials to all government libraries in Malaysia as a guide in carrying out their digitization projects. Most of the digitization projects carried out by NLM are ongoing projects and priority is given to Malaysiana resources. Among the collection that are digitised include Rare Book Collection, Personal Collection, Malay Manuscripts, Newspaper Articles, inhouse publications. **652 titles** or **109,772 pages** were digitised in 2013 bringing the cumulative total of library materials digitized at **54,463 titles or 1,223,610 pages**. The digitised collection are stored in the National Digital Repository using an open source software D'Space.

6.9 Union Catalogue of Malaysia (www.kik.pnm.my)

The Union Catalogue of Malaysia is a collaborative project among **128** libraries in Malaysia. It is a web based database consisting of **5,342,804**

million bibliographic records from **128** libraries and is being updated regularly. The Union Catalogue of Malaysia is used for copy cataloguing and interlibrary loan by consortium members. This is a popular database and **2,186,442** hits were recorded in 2013 making up **62.6%** usage of NLM online services provided to the public.

6.10 Local Content Portal (www.pnm.my/index.php?id=102)

NLM also embarks on the development of portals on local contents and currently there are 18 portals and web sites on local content in various subjects accessible via the NLM's portal. The hit rate for the local content portals for the year 2013 was **18,241** hits with a cumulative hits of 907,397. Among the portals are the Malaysian Monarchy (<http://malaysianmonarchy.org.my>), Malaysian Culture Heritage (<http://malaysiana.pnm.my>), Malaysian History (<http://sejarahmalaysia.pnm.my>) and the Glorious Legacy of Malay Manuscripts (<http://malaysiana.pnm.my/manuskrip>)

6.11 Lending, Interlibrary Loan and Bulk Loan

NLM is the coordinating center for Interlibrary loan in Malaysia. The total number of materials loan by users in 2013 were **1,086,792** units, comprising of **1,083,229** units for physical loans and **3,513** for online loans via u-Pustaka. The physical loans include Central Loan (**992,511**), Interlibrary Loan (**700**) and Bulk Loan (**90,358**). The most popular genre loaned by users is novel / fiction (**57.6%**), followed by language and religion. The Interlibrary Loan request can now be made online through the Union Catalogue of Malaysia (NUC) Portal (<http://www.kik.gov.my>). For the convenience of library users, 'Book Drop' are provided at the NLM's premise and community libraries.

7. EXAMPLES OF COLLABORATION BETWEEN THE REPORTING LIBRARY AND OTHER NATIONAL COLLECTING INSTITUTIONS (LIBRARIES, ARCHIVES AND MUSEUMS)

7.1 Visit Malaysia Year (VMY) 2014

In 2014, Malaysia celebrate its fourth Visit Malaysia Year (VMY) with the theme “Celebrating 1Malaysia Truly Asia” to reflect the diversity in unity of all Malaysians. VMY 2014 will be the biggest and grandest ever tourism celebration with hundreds of events and festivals all lined up to welcome the world. In this context. NLM will be organizing four major international events in Kuala Lumpur in conjunction with VMY 2014, that is, Government Publications Expo (12 to 16 March 2014); International Digital Library Conference (8 to 10 April 2014); International Exhibition on Malay manuscripts (28 April to 28 July 2014); International Conference on Malay manuscripts (6 to 7 May 2014); and E-Reading Festival (5 to 7 June 2014).

7.2 International Digital Library Conference : Towards Regional Cooperation and Collaboration (www.pnm.gov.my/idlc)

NLM successfully secured funding from the ASEAN- Sub-Committee on Culture and Information (ASEAN COCI) cultural fund to host the *International Digital Library Conference : Towards Regional Cooperation and Collaboration* in Kuala Lumpur from the 8-10 April 2014. The theme of the conference is “Preserving, Linking, and Sharing through Cooperation and Collaboration among Libraries”. The conference is held in conjunction with Visit Malaysia Year 2014. The Conference objective is to create regional cooperation and collaboration in implementing digitization activities among libraries to enable information sharing, networking and preservation of our rich cultural heritage. Libraries must cooperate and collaborate in the digitalization of local content to increase access to digital information. Experts on digitization of library materials from Netherlands, Korea, Australia and United States of America will be invited as speakers in this conference. Two participants from each ASEAN Member States are invited to attend the two-day conference cum one-day workshop which will be fully sponsored by the ASEAN COCI Cultural Fund. Librarians from the Asia Pacific region are also invited to attend the conference.

7.3 Conference of Directors of National Libraries (CDNL) 2013

The Director General of NLM attended the CDNL Annual Meeting in August 2013 in Singapore in conjunction with the WLIC IFLA Conference 2013 in Singapore. NLM was invited to present a report on the 21st CDNL_AO Meeting which was held in Kuala Lumpur, Malaysia and a paper entitled “u-Pustaka : The Malaysian Ubiquitous Library Experience”

7.4 21st Conference of Directors of National Libraries in Asia Oceania (CDNL-AO) 2013

NLM hosted the 21st Meeting of Conference of Directors of National Libraries in Asia and Oceania (CDNLAO) from the 25th to 28th March 2013 in the Sunway Putra Hotel, Kuala Lumpur, Malaysia. This is the third time NLM has hosted the CDNLAO Meeting being host in 1992 and 2005. CDNLAO has been held to discuss current issues for strengthening networks and promoting cooperation among national libraries in Asia and Oceania since 1979. The CDNLAO meeting which was held on the 26th March 2013 was well attended by 32 representatives from 22 attending member countries namely Australia, Bangladesh, Bhutan, Brunei Darussalam, China, Fiji, Indonesia, Japan, Kiribati, Korea, Laos, Maldives, Myanmar, Nepal, New Zealand, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, Vietnam and host country Malaysia. The theme of the meeting ‘National Library as an Agent of Transformation’ was chosen as the theme for the meeting as it is very appropriate in this era of globalization. Libraries have to adapt and adopt to the changing environment of information needs and new technology advances in order to stay relevant. Libraries and librarians must work together and share their expertise, skill and knowledge in order to transform their libraries to fulfil the user’s needs. National Library of Korea, National Library Board, Singapore and National Library of Australia made presentations of special subjects based on the theme of the meeting. Among the issues discussed was the Statutes and Rules of Procedures of CDNL-AO, cooperative projects and New Zealand as the host of the 24th CDNL_AO Meeting

in 2016. Further details on the 21st CDNL_AO Meeting can be access via CDNL_AO website (<http://www.ndl.go.jp/en/cdnlao/newsletter/index.html>)

7.5 Seminar on Media and Information Literacy

A Seminar on Information Literacy and Media : Catalyst for Life Long Learning was held on the 27 March 2013 at NLM .in conjunction with the 21st CDNLAO meeting. Delegates from Bangladesh, Fiji, China, New Zealand and host Malaysia presented papers in this seminar which was well attended by 250 librarians. Further details can be access via CDNL_AO website (<http://www.ndl.go.jp/en/cdnlao/newsletter/index.html>)

7.6 Online Computer Library Center (OCLC) Asia Pacific Regional Council Membership 2013 Conference

NLM's Director General was invited as a speaker in the OCLC Asia Pacific Regional Council Membership 2013 Conference which was held in Bangkok in November, 2013. The title of the paper presented was "Globalization of Malaysia Information", which is basically an insight on how NLM is helping the Malaysian government in promoting local content.

7.7 Human Resource Development through Malaysian Technical Cooperation Programme (MTCP)

The 2013 Malaysian Technical Cooperation Programme (MTCP) training programme with the theme *Library Planning and Management Course for Librarians* was held at the National Library of Malaysia from the 16 to 28 November 2013. Twelve (12) participants from Vietnam, Laos, Cambodia, Brunei, Philippines, Myanmar and Azerbaijan attended the course. The programme encourages the exchange of experiences and knowledge, pooling and sharing of resources and the development of complementary capabilities in librarianship.

7.8 Collaboration with Kazakhstan Embassy

NLM in collaboration with Kazakhstan Embassy in Malaysia put up an exhibition on “International Day Against Nuclear Tests” at the National Library of Malaysia from the 3-10 September 2013. The objective of the exhibition is to provide information to library users about the dangers of nuclear weapons. The exhibition was also held at NLM’s community libraries in the shopping mall. The collaboration between NLM and Kazakhstan will be continued in order to foster closer cooperation in resource sharing.

7.9 National Reading Icon for The Special Needs Group

NLM with the cooperation of the Malaysian Association for the Blind’s Library (MAB) through the 1Malaysia Reading Programme gave recognition to a member of the special needs group as one of its National Reading Icons to promote reading. Madam Norhashimah Hashim, aged 49 years, a blind teacher at a special education school and a writer from Alor Star, Kedah, Malaysia has been appointed as the NLM’s Reading Icon for the Special Needs Group. Despite her limited ability, Madam Norhashimah graduated with a degree in Arts and Social Science from Universiti Malaya and actively contributed to the reading programmes as well as written numerous books in Braille. The appointment was also to inspire the special needs group to succeed and as a model for all Malaysians. Among the objectives of the 1Malaysia Reading Programme held in cooperation with MAB was to raise awareness among the special needs group on the importance of knowledge and life-long learning. Besides the appointment of national reading icon for the special needs group, other National Library Reading Icons appointed were former prime minister Tun Dr Mahathir Mohamad, national astronaut Datuk Dr Sheikh Muszaphar Shukor and international actress Tan Sri Michelle Yeoh.

NLM as the national secretariat for the 1Malaysia Reading Programme also conducted reading promotion activities, book launch,

information and media literacy workshops in order to inculcate reading habits among the communities with cooperation from the State Public Libraries and rural libraries. A total of **1,098,956** people comprising of seniors citizens, adults, teenagers and children participated in the **21, 143** reading promotion programmes held throughout the year in the whole of Malaysia in 2013.

7.10 IFLA Trend Report

The IFLA Trend Report is a dynamic and evolving set of online resources for library and information professionals to contribute to the web platform. The IFLA Trend Report identifies five high level trends in shaping the global information environment that is, spanning access to information, education, privacy, civic engagement and technological transformation. Thus, libraries need to improve access to information and cultural heritage resources for the global community in this rapidly changing digital and print environment in order to stay relevant. Libraries in the world are encourage to promote and build on the Trend Report. In this context, NLM is in the process of translating the IFLA Trend Report into the Malay Language as the IFLA Trends Report will be discussed in professional meetings, library conferences and seminars held in Malaysia to get views on what information trends are most relevant in Malaysia and the region at large.

8. Examples Of Collaboration Between The Reporting Library And Publishers In Your Country/Region

8.1 National Library of Malaysia- Radio Television Malaysia Book Awards

NLM collaborated with Radio Television Malaysia (RTM) to host the NLM- RTM Book Awards for the first time in November, 2013. Among the objectives of this award were to give recognition and appreciation to the Malaysian writers and publishers on their contributions to the book publishing industry; to encourage the publishing of quality books; to enhance the reading culture among Malaysians and as a catalyst to the

National Creative Industry Initiative. Five categories of award were given to writers and publishers for fiction and non-fiction books written in the Malay Language and English Language which include Best Children's Book Award; Best Adults's Book Award; Best Government's Publication Award, Viewers' Votes Award and the Grand Winner Book Award. The winners were rewarded with Ringgit Malaysia (RM) 5,000 or USD 1,500, a plaque and a certificate.

8.2 **e-Penerbit Database**

NLM developed e-Penerbit or E-Publisher database which is an online service for local publishers. The database consist of International Standard Book Number (ISBN) registration for new publishers, application for International Standard Serials Number (ISSN) and also Cataloguing in Publication (CIP). The database is also a medium for NLM to promote and share newly published Malaysia publications to the public. ISBN is an international code assigned to a particular title and edition of a book published by a publisher. ISBN is an important element in the bibliographic description of a publication in the Malaysian National Bibliography in order to promote and facilitate the acquisition of books published in Malaysia both at national and international level. NLM is the national coordinating agency for ISBN since 1982 and as at December 2013, **385,098** ISBNs has been assigned to **262,968** titles. For the year **2013**, **23,004** ISBNs were assigned to **17,139** titles based on request by the publishers. Malaysian publishers are listed in the Publishers International ISBN Directory (PIID).

NLM is also the International Serials Data System (ISDS) National Centre for Malaysia since 1976. NLM is responsible for assigning of ISSN to serial publications in Malaysia; updating of ISSN records and exporting data to ISDS Centre every quarterly. Since 1979 until August 2013, **6,515** ISSN has been assigned to Malaysian Serials allowing an easy access to literature published in Malaysia.

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01 February 2014