



MINISTRY OF TOURISM AND CULTURE
MALAYSIA



COUNTRY REPORT
23rd MEETING OF DIRECTORS OF NATIONAL LIBRARIES
IN ASIA AND OCEANIA (CDNLAO) 2015

Name of Library : **National Library of Malaysia**
Name of Director- General : **Ms.Nafisah Ahmad**
Name of Contact Person For
International Matters : **Chin Loy Jyoon**
Mailing Address : **National Library of Malaysia**
232, Jalan Tun Razak
50572 Kuala Lumpur
MALAYSIA

Telephone : **+(603) 26871901 / +(6 03) 26871764**
Facsimile : **+(6 03) 26927502 / +(6 03) 26927082**

Web Address : **www.pnm.gov.my**
Email Address : **nafisah@pnm.gov.my**
chin_lj@pnm.gov.my

1. GENERAL OVERVIEW OF RECENT MAJOR DEVELOPMENTS

1.1 Samsung SMART Library

National Library of Malaysia (NLM) unveiled Malaysia's first Samsung SMART Library at its premise in June 2014 making this first of its kind digital-book reading zone ensued from an unprecedented public-private partnership between NLM and Samsung Malaysia Electronics (SME) Sdn. Bhd. The Samsung SMART Library at NLM is poised to provide a new and interactive reading experience for Malaysians, especially children and youth, within an enhanced technology-enabled library environment. NLM has been tasked to make information available to all and encourage the cultivation of reading habit amongst Malaysians. The SMART Library has been designed to enhance knowledge accessibility and learning through the use of the latest technology for all. In line with the Malaysian Vision to become a developed country in 2020, the Samsung SMART Library is an initial effort built to support the Government's transformation of Malaysia

into a knowledge-based society that is powered by ICT know-how by the year 2020. The users of Samsung SMART Library have the opportunities to explore Samsung's technology and use this facility for leisure readings and researches.

Samsung Smart Library is designed and built as an inviting space with e-Books. The 1,300 square feet area has four specific concepts – Kids, Interactive, Reading and Work. There are over 60 Samsung devices for users comprising different models of tablets and large format displays. The Samsung SMART Library offers an enhanced reading experience through our latest product offerings that makes learning enjoyable, interactive and more engaging with rich media content and interactive websites can be accessed at the Interactive Zone. Over 2,500 e-Book titles of various genres in English, Malay Language and Chinese are available at the Reading Zone. Supplementary content such as e-Magazines, e-Newspapers and interactive websites can be accessed at the Interactive Zone. The Work Zone also offers Office Suite and e-Book publishing for budding writers. Furthermore, software suitable for children is offered at Kids Zone. Overall, this SMART Library is set to benefit more than 400,000 yearly visitors to the National Library of Malaysia.

1.2 Rebranding Malaysia Rural Libraries

In line with the NLM's transformation Plan, NLM is in the process of rebranding the rural libraries into Community Knowledge Center in order to bridge the knowledge and digital divide among the rural communities. The components involved in the transformation of rural libraries include governance, administration, infrastructure and human resource. NLM has identify four rural libraries in different states in Malaysia to be rebranded as its pilot project in 2015. NLM is also coming out with a guideline on the management of rural libraries. In 2015, library development in Malaysia continued to progress rapidly with an additional six (6) new 1Malaysia rural libraries being approved to be built. In 2014, six (6) new 1Malaysia rural libraries were built bringing the total number of rural libraries in Malaysia to 1,124 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 libraries 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 509 rural libraries whereas 615 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) 43.8 million (USD 12 million) annually for the 509 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.

1.3 Upgrading of Children's Library

NLM's Children Library which was opened in 1992 was given a facelift in 2014 with the generous donation of Exxon Mobil in order to provide state of the art children library services and a more conducive library to the users. Among the new services provided include the PNM i-Play Toy Corner which help to develop the mind of the children and inculcate reading habit at a young age. The Children Theater Club was formed to instill love for culture and heritage. 5,892 children registered as member in 2014 making the cumulative children's library membership to 169,258 members. In 2014, 244,713 books were borrowed from the children's library.

1.4 Community Libraries

NLM added its latest community library in the Mini Urban Transformation Center (UTC) Keramat Mall, Kuala Lumpur in December 2014 making the total number of community library under NLM to four libraries. The other three community library are in Makhota Cheras AEON Shopping Mall and Setiawangsa AEON Shopping Mall which was opened in 2012 and Bukit Damansara Residential Area in 2014. All these community libraries are located in Kuala Lumpur and are corporate social responsibility projects where the library building or shoplot in shopping mall are provided by the private sectors and NLM provide the staff and the collection. The cumulative membership of all the community libraries stands at 12,222, cumulative

users 205, 566 and cumulative loans 153,362. Among the facilities provided include loans, free Internet access and reading materials.

2. RELATIONSHIP TO GOVERNMENT

2.1 Malaysia Public Service Department 's Transformation Plan

Malaysia Public Service Department's Public Service Transformation Framework specifically supports the government's agenda to restructure the public sector to ensure that it is more effective in its service delivery while at the same time ensuring that the transformation programmes contributes to better fiscal expenditure and management of the public sector. It is also in line with the aspirations and strategies outlined in the 10th Malaysia Plan: 2011-2015 on 'Transforming Government to Transform Malaysia'. Public Service Transformation Framework focused on five strategic thrusts that is, talent development; organisational development; citizen centric service deliver; inclusivity and ownership and enculturation of shared values of patriotism, ethos and integrity. The government has prioritised the strategic thrust on public service delivery, citizen centricity to be the core thrust to meet the needs of the citizens. In this context, NLM has also drawn up the National Library of Malaysia's Transformation Plan in line with the Public Service Transformation Framework based on the five strategic thrusts above. Among the strategic initiatives that will have a high impact on services provided for the citizen are digital library services, smart networking with strategic partners and rebranding of rural libraries.

2.2 National Blue Ocean Strategy (NBOS)

As Malaysia continues its ambitious journey towards becoming an advance nation by 2020, the government has adopted Blue Ocean Strategy to deliver programs and services to the public that are high-impact, low cost, and rapidly executed. Through National Blue Ocean Strategy, ministries and government agencies are collaborating to formulate and execute creative blue ocean strategy initiatives that are transforming the country. In this context, NLM has adopted the blue ocean strategy's Eliminate-Reduce-Raise-Create framework in order to serve the citizens. NLM has collaborated

with several corporations such as Samsung Electronics (Samsung Smart Library), Exxon Mobil (Children Hypermedia Center) , and Malayan Banking Berhad (e-books on finance and banking) to provide high impact library services to the people.

2.3 Appointment of New Director General, National Library of Malaysia

Ms. Nafisah Ahmad has been appointed as the new Director General National Library of Malaysia effective 1 October 2014 taking over from Dato' Raslin Abu Bakar, who has retired on 6 August 2014. Ms Nafisah Ahmad was formerly the NLM Deputy Director General and holds an Honour Degree in Science from the National University of Malaysia and a Post Graduate Diploma in Library and Information Science from the University of Technology MARA, Malaysia. Her areas of expertise are digital library, collection development, metadata and cataloguing. The Director General is also the National Librarian and oversee the development of libraries, library profession and library education in Malaysia.

2.4 Malaysia Year of Festivals (MyFEST) 2015

Continuing the momentum and efforts of Visit Malaysia Year 2014, the Ministry of Tourism and Culture Malaysia is hosting Malaysia Year of Festivals (MyFEST) 2015 which is set to make Malaysia the top-of-the-mind tourist destination, encouraging tourists to stay longer in order to enjoy the festival offerings nationwide. Themed "Endless Celebrations", the year-long calendar is packed with festivities of every genre; for instance cultural festivals, shopping extravaganzas, international acclaimed events, eco-tourism events, arts, music showcases, food promotion and other themed events. The Malaysia Year of Festivals 2015 campaign leverages on smart partnerships in line with the National Blue Ocean Strategy (NBOS) that nurtures stakeholders engagement, support and participation. In this context, NLM will be organizing four major events in collaboration with libraries, corporate bodies and other Non-Governmental Organizations in conjunction with MyFEST 2015.

2.5 Deposit of Library Material Act 1986 (Act 331)

All publishers in Malaysia are required to deposit five (5) copies of printed materials and two (2) copies of non printed materials to NLM under the Deposit of Library Material Act 1986 as the national intellectual heritage. In 2014, **17,969** titles or **194,476** units of materials were deposited with NLM under the Act. The composition of materials received according to language were Malay Language (9,965 units), English Language (5,001 units), Chinese Language (2,645 units), Tamil (149 units), Arab (158 units) and others (51 units). The top five (5) subjects deposited under the Act are language, literature (fiction), religion, education and mathematics. These materials are catalogued and published online in the Malaysian National Bibliography and can be access online via PNM Online Public Access Catalogue (OPAC)(<http://opac.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 2014 stands at 13,567 which consists of NLM and 3 community libraries, 331 state /public /municipal libraries, 1,121 rural libraries, 515 government special libraries, 176 private special libraries, 20 government university libraries, 474 private universities /colleges and 10,659 school libraries. The number of government special libraries has increased from 452 in 2006 to 515 in 2014 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 58,491 new members signed up for the year 2014 making the total NLM cumulative membership to 1,186,594 members comprising of the various races and age groups in Malaysia. In 2014, 419 foreigners from 48 countries registered as NLM members comprising of 326 members from 29 Asia Pacific countries, 40 from 8 European countries, 29 from 8 African

countries and 24 from 3 USA cities. In terms of membership from foreigners, India has the highest membership with 54 members, followed by Indonesia (47), China (45), South Korea (29) and North Korea (19). 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 2013.

3.3 Library Human Resource

There are 11,951 library staff in Malaysia which consists of 1,752 professional librarians and 10,199 support staff from the various types of libraries to facilitate and provide library services to the 28.5 million people in Malaysia. The ratio of librarian to the population is 1: 2510. The breakdown of the library staff are as follows: NLM (512), State Public Libraries / Municipal Libraries (3,226), Rural Libraries (1,732), Government Special Libraries (1,679), Private Special Libraries (934), Public Academic Libraries (2,850) and Private Academic Libraries (1,018).

3.4 Visitorship to NLM and libraries in Malaysia

The number of physical visitorship to NLM for the year 2014 stands at 414,797 visitors showing an increase of 57,144 (16%) visitors compared to the year 2013 where 357,653 visitors visited NLM. The total visitors to 2,464 libraries in Malaysia including NLM stands at 43,761,850. The increase in the number of physical visitors is a testimony that libraries are still relevant despite the advent of the Internet. The number of online visitors stands at 985,813 for the year 2014.

3.5 International Visitors to NLM

For the year 2014, NLM received a total of 136 international visitors from twelve (12) countries which include Bangladesh, Brunei Darussalam, Japan, Libya, Sri Lanka, Turkmenistan, Taiwan, Vietnam 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 277,706 library users used the reference services and collection provided by NLM which include Malaysiana Reference (147,305), General Reference (72,223), Digital Resources (37,904), Malay Manuscripts (157), Samsung Smart Library (5,989) and Cyber Zone (14,128).

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 4,547,491 million materials in various subjects and languages comprising of 4,288,376 units or 95% of printed materials, 98,384 units or 2.5% of non printed materials, 155,841 units or 2.4% digital materials and 4,890 units or 0.1% malay manuscripts. In 2014, 66,354 units were acquired through purchase (86,985 units or 29.0%), *Deposit of Library Material Act 1986* (194,744 units or 70.1%) and gift and exchange (3,247 units or 0.9%). These materials are documented and their bibliographic records are made available online via NLM's Online Public Access Catalogue (OPAC) (<http://opac.pnm.gov.my>) and Union Catalogue of Malaysia (www.kik.pnm.my)

4.2 Deposit of Library Material Act 1986 (Act 331)

All publishers in Malaysia are required to deposit five (5) copies of printed materials and two (2) copies of non printed materials to NLM under the *Deposit of Library Material Act 1986* as the national intellectual heritage. In 2014, 17,969 titles or 194,476 units of materials were deposited with NLM under the Act. The composition of materials received according to language were Malay Language (9,965 units), English Language (5,001 units), Chinese Language (2,645 units), Tamil (149 units), Arab (158 units) and others (51 units). The top five (5) subjects deposited under the Act are

language, literature (fiction), religion, education and mathematics. These materials are catalogued and published online in the Malaysian National Bibliography and can be access online via PNM Online Public Access Catalogue (OPAC)(<http://opac.pnm.gov.my>) as well as via the Union Catalogue of Malaysia (<http://kik.pnm.my>).

4.3 International Exhibition and Conference on Malay Manuscripts (<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). NLM has the largest collection of 4,890 copies of Malay manuscripts in the world. In 2014, 229 researchers refer to 716 titles of Malay manuscripts in the original format and 57 titles in microfilm format. 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://opac.pnm.gov.my/>(OPAC Tag 856). In 2014, the Malay Manuscripts Centre published “*Jurnal Filologi Melayu*”, vol.21; “*Puloka Satu : Warisan Sejarah Awal Pensuratan Melayu Pinang*” and Travelog Pulau Buton.

In conjunction with Visit Malaysia Year 2014, NLM organized the International Conference on Malay Manuscripts from the 6 to 7 May 2014 in Kuala Lumpur. Among the objectives of the conference are to encourage the public to appreciate Malay Manuscripts as a manifestation of local wisdom and heritage; to promote the Malay Manuscript as a credible and primary source of information as well as to promote NLM’s Malay Manuscript Center as a knowledge tourism attraction. Nine (9) countries participated in this conference involving 10 paper presenters and 12 foreign participants which include lecturers, curators, historians, researchers, librarians and filologist. A total of 300 participants including foreign participants from Brunei Darussalam, Indonesia, Singapore, Thailand, United Kingdom, France, Germany, Russia and Saudi Arabia attended the conference.

4.4 NLM Publications

NLM published twelve (12) publications in 2014 namely Malaysia RDA Guidelines; *Tajuk Perkara Malaysia : Perluasan Library of Congress Subject Heading*; *Nama Perseorangan : Standard Entri Pengkatalogan Kebangsaan*; *IFLA/UNESCO Garis Panduan Pembangunan Perkhidmatan Perpustakaan Awam*; *IFLA Trend Report (Translation into Malay Language)*; *Jurnal Filologi Melayu vol.21, 2014*; *Pulo Ka Satu : Warisan Sejarah Awal Pensuratan Melayu Pulau Pinang*; *Travelog Pulau Buton and Kaedah Pembelajaran Jawi*. Two (2) online NLM Bulletin, entitled *Pustaka: Buletin vol. 3/2013* and *Sari Pustaka vol. 1/2014, 2/2014, 3/2014*; are accessible full text via PNM portal. These publications were distributed to all the libraries in Malaysia.

5. NEW DEVELOPMENTS IN MANAGING COLLECTIONS

5.1 NLM's Library Policies

NLM revised three (3) library policies in 2014, that is, Weeding of Library Materials Policy; Documentation of Library Materials Policy and NLM Malay Manuscripts Policy to further enhance NLM role to provide leadership in the management of library materials in Malaysia. These policies are used as guidelines for libraries in Malaysia and can be access via PNM Portal (www.pnm.gov.my).

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

NLM conducted two (2) surveys pertaining to library services and development in 2014 to further enhance the quality of library services and collection in Malaysia. NLM future directions and Strategic Plan will be based on the findings of these studies and surveys. The two studies carried out in 2014 were "A Survey on the Effectiveness of the Digital Services provided by NLM" and "An Interim Survey on the Reading Profile of Malaysians 2014". In 2015, 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 Malaysia Ubiquitous Library (www.u-pustaka.gov.my)

Ubiquitous Library or more popularly known as u-Pustaka celebrated its 3rd anniversary since it was launched on 31st March 2012 with a u-Pustaka anniversary stamp and a limited edition “Touch n Go” card. U-Pustaka provide free membership registration, borrowing books online, accessing digital contents, delivery of books by courier postal services, returning of books via book drop at any of the eight consortium libraries in Malaysia. The key objectives of u-Pustaka are Making Information Accessible to All; Building a Cooperative Library Network System and Creating and Sharing and Exchanging Knowledge in a Knowledge Society. The key milestones for phase 2 of u-Pustaka (2014-2015) include widening and sharing of resources through coordination and collaboration; development of u-Pustaka mobile Apps; shifting of u-Pustaka main system to Public Service Data Center (PSDA); Resource Description and Access (RDA), strengthen u-Pustaka management and governance; enrich digital content; increase awareness and membership and strengthen the Subject Matter Experts group. To date, the cumulative u-Pustaka membership stands at 338,744 with 5,495 new members in 2014. 108,437 hits/ page view and 1,084 books were loan out under u-Pustaka. u-Pustaka will be roll out to other public libraries in Malaysia under the 11th Malaysia Plan (2016-2020) in an effort to transform Malaysia into an inclusive knowledge society.

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

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 700,000 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

6.3 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. In this context, NLM has conducted workshop to 304 academic and public libraries in Malaysia on copy cataloguing in WorldCat Connexion.

6.4 Resource Description and Access (RDA)

NLM is the eighth country in the world to implement the Resource and Description Access (RDA) in March 2014. NLM published a *Guidebook on RDA Implementation in Malaysia* which was launched on 3rd April 2014 and was distributed to all the libraries in Malaysia. NLM is the coordinator and also the leading agency in the implementation of RDA in Malaysia. NLM has 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 their respective libraries. To date, NLM and two (2) other libraries in Malaysia have implemented RDA.

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 2014, **22,645** people have registered as online members and 3,346,180 people have visited the portal. NLM subscribed to 22 online commercial databases and five million e-books. Among the online databases available in this portal include Library Press Display, 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.

6.6 New Media

In 2014, 12,814 visitors from 79 countries visited NLM's blog (blogpnm.pnm.gov.my). NLM's official facebook (<https://www.facebook.com/PerpustakaanNegaraMalaysia>) has 7,414 *LIKE* and is now link to the CDNLAO website. Flickr (http://www.twitter.com/PNM_sosial) has 806 Followers. These new media help to disseminate information and for the public to interact with NLM.

6.7 Online Public Access Catalogue (OPAC)(<http://opac.pnm.gov.my>)

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 Online Public Access Catalogue

(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. 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. NLM's OPAC can be access via links at NLM portal <http://www.pnm.gov.my/> or <http://opac.pnm.gov.my>. 1,601,672 hits was recorded in 2014.

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

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 (Jurnal Filologi Melayu), Newspaper Articles and inhouse publications(NLM's Annual Report, NLM's Bulletin, Sari Pustaka, Sekitar Perpustakaan). 594 titles or 131,071 pages were digitised in 2014 bringing the cumulative total of library materials digitized at 55,057 titles or 1,354,681 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 5,688,235 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. 2,128,766 hits were recorded in 2014 making up 21.9% 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 6 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 2014 was 4,991 hits with a cumulative hits of 907,397. Among the portals are the Malaysian Cultural Heritage (<http://www.pnm.my/sirihpinang>); Glorious Legacy of Malay Manuscripts (<http://www.pnm.my/manuskrip/default.htm>); Bird Flu (avianflu.pnm.gov); Yang Pertama (www.pnm.gov.my); Tsunami (tsunami.pnm.gov); Denggi (denggi.pnm.my)

6.11 Lending, Interlibrary Loan and Bulk Loan

Effective 2015, the number of books that can be borrowed by users has increased from 3 books to 6 books and the loan period has been extended from 3 weeks to 4 weeks. For the bulk loan service, the number of books that can be loan by institution or library has been increased from 300 units to 400 units for a period of 3 months. The total number of materials loan by 67,901 NLM's users in 2014 were 870,455 units. comprising of 869,391 units for physical loans and 1,064 for online loans via u-Pustaka. The physical loans include Central Loan (783,958), Interlibrary Loan (532) and Bulk Loan (84,041). 625,742 (71.9%) loans were from the adult collection whereas 244,713 (28.1%) loans were from the children's collection. 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 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 Malaysia Reading Festival 2015

In conjunction with Malaysia Year of Festivals 2015, NLM will be organising four (4) events under Malaysia Reading Festival 2015 or MyREAD 2015 with the theme "Non-Stop Reading". The four programmes are Let's Read

Together for 10 minutes (23 April 2015) in collaboration with all the libraries in Malaysia; Youth@Read Carnival (22 to 24 May 2014) in collaboration with the Ministry of Youth Malaysia; Kids@Read (30 October to 01 November 2015) in collaboration with Malaysia Book Development Council and Malaysia Book Village Fest (MBVFest) (12 to 20 September 2015) in collaboration with Malaysia Agriculture Development Authority, Association of National Writers and Kedah State Public Library. For the MBVFest, writers from ASEAN Member States will be invited to attend the workshop which will be held in September 2015 in Langkawi, Malaysia.

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

NLM with the cooperation of the Librarians Association of Malaysia, Petroleum Nasional Berhad (Petronas) and Malaysia Development Cooperation (MDec) hosted the *International Digital Library Conference : Towards Regional Cooperation and Collaboration* in Kuala Lumpur from the 8- 10 April 2014. The theme of the conference was “Preserving, Linking, and Sharing through Cooperation and Collaboration among Libraries”. A poster session on the digital initiatives of each ASEAN Member States was held in conjunction with the Conference. Experts on digitization of library materials from Netherlands, Korea, Australia, Taiwan, United States of America, New Zealand and Singapore were invited as speakers in this conference. About 400 local and foreign participants comprising of librarians, IT professionals, students and academicians attended the conference. Seven (7) resolutions and recommendations were passed in the conference and among the recommendations were digital content development, management, preservation and sharing of resources is important to increase the visibility role of library and librarians in highlighting national heritage. Digital resource sharing and cooperation development among ASEAN and regional countries should be further strengthened. The ASEAN Member States participants were funded by the ASEAN COCI Cultural Fund.

7.3 Conference of Directors of National Libraries (CDNL) 2014

Malaysia submitted the country report for Malaysia for the CDNL 2014 Meeting which was held in Lyon, France from the 16th to 22nd August 2014. The Librarians Association of Malaysia (PPM) organised a package for Malaysians to attend the WLIC IFLA 2014. NLM was represented by two librarians at the WLIC IFLA 2014.

7.4 22nd Conference of Directors of National Libraries in Asia Oceania (CDNLAO) 2014

Dato' Raslin Abu Bakar, NLM Director General attended the 22nd Meeting of Conference of Directors of National Libraries in Asia and Oceania (CDNLAO) from the 25th to 28th February 2014 at the National Library of Australia, Canberra, Australia. He also made a benchmarking visit to the State Library of New South Wales in Sydney.

7.5 Library Development Forum 2014, Myanmar

NLM was invited to participate in the Library Development Forum 2014 which was organized by the Department of Historical Research, Ministry of Culture Myanmar. The forum with the theme "Libraries for Society" was held on the 3-4 February 2014 in Naypyitaw, Myanmar. NLM was represented by two senior librarians who presented the country report as well as a paper on the preservation of library materials.

7.6 Online Computer Library Center (OCLC) Asia Pacific Regional Council Membership 2014 Conference

NLM was invited as a speaker in the OCLC Asia Pacific Regional Council Membership 2014 Conference which was held in Jeju Island, Korea in November, 2014. The title of the paper presented was "Sharing Digital Resources Through Collaboration for Life Long Learning", which is basically an insight on Malaysian libraries initiatives in sharing their resources locally and globally.

7.7 Collaboration with National Central Library, Taiwan

NLM and the National Central Library, Taiwan signed a Memorandum of Understanding in April 2014 to foster closer cooperation in resource sharing and human resource development. The areas of cooperation includes publication exchange of general or specialized books, periodicals, and related materials; collaborative acquisition of publications; sharing of bibliographic information for new publications in Malaysia and Taiwan; personnel exchange visits and organization of exhibitions / international conferences. Madam Nafisah Ahmad, NLM Director General was invited as a speaker by the National Central Library, Taiwan in the Pacific Neighbourhood Conference (PNC) 2014 Annual Conference and Joint Meetings held at the National Palace Museum in Taipei from October 21-23, 2014. She also visited several libraries in Taiwan which includes Beitou Branch of the Taipei Public Library, National Central Library, National Ching-hua University Library and National Taiwan University.

7.8 Lets Read 1Malaysia For The Hearing Impaired

NLM with the cooperation of the Malaysian Association For The Hearing Impaired through the 1Malaysia Reading Programme gave recognition to Mr Tan Chin Guan who introduced the KIU speech (sign language) for the Malaysians. The objective of this programme is to create awareness among the hearing impaired the importance of reading and lifelong learning. The programme was also to inspire the hearing impaired to succeed and as an important human capital in the development of the country.

7.9 National Reading Programme

Throughout 2014, NLM as the National Reading Promotion Secretariat under the National Blue Ocean Strategy (NBOS) has collaborated with various government agencies, Government Link Companies (GLC), private company and Non Governmental Organizations (NGOs) to carry out its reading promotion programmes throughout the country in order to inculcate reading habits among Malaysians.

For the first time, NLM in collaboration with all the libraries in Malaysia hosted “Let’s Read Together for 10 Minutes” programme in conjunction with World Copyright Day 2015. NLM also have smart partnership with relevant organizations such as Government hospitals through its “Lets Read My Love” Programme and the Prison Department “You Are Still In My Heart” Programme. All the programmes and activities carried out are based on the “1Malaysia Concept” which form the basis of unity in this multi racial country. NLM 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 1,975,291 people comprising of senior citizens, adults, teenagers and children participated in the 19,459 reading promotion programmes held throughout the year.

The National Reading Icon is an award initiated by NLM since 2009 to encourage reading habit among Malaysians, especially the young. In 2014, Tan Sri Dr. Ali Hamsa, Chief Secretary to the Government of Malaysia was appointed as the National Reading Icon to inculcate reading habits among civil servants. NLM has also appointed Dato’ Dr. Sheikh Muszaphar Shukor Al-Masrie (Malaysian First Astronaut), Datuk Michelle Yeoh (Malaysian International actress), Tun Dr. Mahathir Mohamad (Former Prime Minister of Malaysia), Norhashimah Hashim (a blind teacher at a special education school and a writer) as the National Reading Icon.

7.10 IFLA Trend Report

NLM translated the IFLA Trend Report into the Malay Language in order to facilitate discussions on the IFLA Trend Report 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. The IFLA Trend Report in the Malay Language version entitled *Menyahut Cabaran atau Terperangkap dalam Arus Pembangunan? Mengemudi Persekitaran Maklumat yang sentiasa Berubah-ubah : Inti Pati Laporan Trend IFLA Report* was distributed to all the academic, public and special libraries for their reference.

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

8.1 Writers' Fund

The Malaysian government provides incentive for the book industry and local writers by allocating Ringgit Malaysia (RM) 19.3 million (USD 5.3 million) Writers' Fund between 2007 to 2014 to purchase 1,347 titles or 943,478 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, 1,032 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.

8.2 National Coordinating Center for ISBN and ISSN

NLM is the national coordinating agency for ISBN in Malaysia since 1982. 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. Since 1982 till December 2014, **385,098** ISBNs has been assigned to **262,968** titles. For the year **2014**, **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 also provide Cataloguing In Publication (CIP) service to the publishers.

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 2014, **6,515** ISSN has been assigned to Malaysian Serials allowing an easy access to literature published in Malaysia.

NLM

20 May 2015