

Entrepreneurial Approaches to Librarianship



Ganapathi Batthini

Librarian

Entrepreneurship Development Institute of India

PO Bhat 382 428

Dist. Gandhinagar

ganapathi@ediindia.org

Phone: 079-23969163 (O), 09327045345 (M)

13th December 2014



Topics to be Covered

- Why Entrepreneurship in Libraries
- Dr. S.R. Ranganathan's Five Laws
- Definitions
- Skills
- Entrepreneurial Competencies
- Paradigm Shift in Managerial Characteristics
- Ten Commandments
- Role of Librarian in 21st Century
- Entrepreneurship as an Elective Subject
- Concluding Remarks
- Q & A

Why Entrepreneurship in Libraries



MANLIBNET 2013 Experience Sharing

Dr. S.R. Ranganathan's Five Laws



- Books are for use
- Every reader his [or her] book
- Every book its reader
- Save the time of the reader
- The Library is a growing organism



Definitions - I

An Entrepreneur is someone who:

- One who initiates and establishes an economic activity
- Specific Qualities of Entrepreneurs:
 - Strong Desire to be Winner
 - Calculated Risk-Taker
 - Independent
 - Seizing and Converting Opportunities
 - Innovator
 - Systematic Planning
 - Self Confidence
 - Coping with Stress



Definitions - II

An intrapreneur is someone who:

- The person who does entrepreneurial work within an organization is an intrapreneur, and the process by which he/she affects change, intrapreneurship.
- Thus, intrapreneurs are called as employed entrepreneurs who work within the constraints and support of complex organizations. Their work takes place within the context of organizational responsibilities and relationship. They exist at all levels in organizations.



Definitions - III

- Works within a company to develop an idea into a workable product.
- Intrapreneurs are given a high level of autonomy for their projects by the companies they work for and they are often said to be acting essentially like entrepreneurs without the risks associated with being an entrepreneur.
- Intrapreneurs are also strongly linked as imagination includes exploring possible barriers and problems facing the project and figuring out various solutions.

Skills



- Hard Skills
- Soft Skills



Competencies

- Knowledge
- Skills
- Motivation

Entrepreneurial Competencies-I



- Initiative
- Opportunity Seeking
- Persistence
- Information Seeking
- Concern for High Quality of Work
- Commitment to Work Contract

Entrepreneurial Competencies-II



- Efficiency Orientation
- Systematic Planning
- Problem Solving
- Self-Confidence
- Assertiveness
- Persuasion
- Use of Influence Strategies

Paradigm Shift in Managerial Characteristics



Traditional Librarian	Intrapreneurial Librarian
Concentrates on what he or she is best at, such as finance or marketing.	Tries to master a number of management disciplines, forever learning.
Demands hard work; expects long hours as evidence of commitment.	Demands result.
Imposes decisions.	Creates options.
Is rigid.	Is flexible. Understands situations.
Usually delegates & supervises.	No hesitation in doing any work, may delegate also.
Is very careful in taking risk.	Is moderate risk taker, may take little personal risk.
Status symbol more important.	Freedom symbols more important.
Tendency to agree with boss.	Capable at getting others to agree, has more patience.

Intrapreneur's Ten Commandments



- Come to work each day willing to be fired.
- Avoid any orders aimed at stopping your dream.
- Do what you feel necessary, regardless of job description.
- Find people to help you.
- Follow your intuition about people, work only with the best.
- Work calmly as long as you can. Publicity often hampers.
- Never bet on a race unless you are running in it.
- Remember it is easier to ask for forgiveness than for permission.
- Be true to your goals, but realistic about the ways.
- Honor your sponsors.

Role of Librarian in the 21st Century



- Library and Information Science Professionals are supporting campus academic programmes in ways that go beyond traditional bibliographic instruction and collection development responsibilities.
- Librarians have to develop library vision, mission, and goals with input from administrators, teachers, students, parents and all other stakeholders.
- Librarian has to use the footfalls in the library to assess library assets,
- He needs and develop appropriate strategic plan for improvement.
- On the documentation front and maintaining of records, they have enough scientific or technological instruments. Making a proper use of it, librarians are doing great management on all aspects of the library programmes.
- Librarian has to decide how much s/he is going to use on Cases, Book, CDs, Periodical and magazines. It is his/her duty to make equilibrium among all the requirements.

Entrepreneurship as an Elective Paper in LIS Curriculum



- Introduction to Entrepreneurship
- Entrepreneurial Competencies
- Opportunity Identification and Guidance
- Identifying Financial Resources
- Project Report Preparation
- Establishing Venture
- Marketing

Concluding Remarks



Putting altogether, it can be concluded that Entrepreneurial Approaches to Librarianship will definitely enrich the Librarian to maximize the satisfaction of the user as well as stakeholders.



Thanks!!!

Questions please?

