Entrepreneurial Approaches to Librarianship

CONFERENCE REPORT

26-28, December, 2013
This conference has been jointly organized by EDI, Gandhinagar and MANLIBNET

EDI was established in 1983 as an autonomous and not for-profit institute. It is a National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building. EDI, has been selected as a member of UN-ESCAP, Bangkok and has been recognized as centre of excellence.

MANLIBNET was initiated in year 1998 and in the series of conventions held during this period this is the 1st time in Gujarat’s capital city Gandhinagar with this appropriate and well chosen theme. It provides a common forum to the professionals, and to develop understanding and co-operation, particularly among management and business libraries. MANLIBNET promotes outstanding library practices by identifying the Best Librarian from information professionals' community and recognizes the best academic work on an annual basis. For the first time in the history of LIS profession, MANLIBNET initiated Librarian Development Programme.

26-28, December, 2013
Invocation by offering prayer to the almighty
Dignitaries on the Dais for inaugural session

From Left to Right: 1. Mr. B. Ganpathi, 2. Dr. Shailesh Yagnik, 3. Dr. Dinesh Awasthi, 4. Mr. Sunil Parekh, 5. Dr. Jagdish Arora, 6. Dr. H Anilkumar, and 7. Dr. Akhtar Parvez
Lighting of the ceremonial lamp
Release of Conference Proceedings
Inauguration of Book Exhibition
Demographic details of conference attendees

No. of Attendees

- 143, 72%
- 25, 13%
- 19, 10%
- 6, 3%
- 2, 1%
- 1, 1%
- 2, 1%

Zone wise conference attendees

Central: 143, 72%
East: 25, 13%
West: 19, 10%
North: 6, 3%
South: 2, 1%
Outside India: 1, 1%
Demographic details of conference attendees

Gender wise conference attendees

- Male, 114, 58%
- Female, 82, 42%
Demographic details of conference attendees

Papers Published and presented
Technical session I
(Thursday, 26th Dec., 2013)

Time: 12:45pm to 1:50pm.

Sub Theme: Entrepreneurship and Library & Information Science: Perspective and Practices

Chairperson: Dr. Tarique Asharaf, Librarian, University of Delhi, Delhi

Co-Chairperson: Dr. Rajesh Kumar, Secretary, MANLIBNET and Librarian, LANCO Infratech, Gurgaon

26-28, December, 2013
Technical session I
(Thursday, 26th Dec., 2013)

Invited speaker Dr. Sunil Shukla, Chief Faculty and Chairperson P.G. Program and Library Committee, EDI, Ahmedabad

He said that entrepreneurship is process, in other words ‘state of mind’. In simple words entrepreneurs on the job are intrapreneurs. Entrepreneur creates every thing, intrapreneur has access to everything in the organization, but ownership is common to both. Important attributes of an intrapreneur are vision and action. To explain this further, he quoted ‘vision without action is a day dream and action without vision is a time pass.’
Technical session I
(Thursday, 26th Dec., 2013)

He suggested us librarians—

- To act as catalyst to change
- To handle HR of our team in an effective manner: staff training, etc.
- With rising costs sharing should be taken care of
- SDI+ should be in place as premium facility for our customers
- Mentoring of other libraries by established libraries
- Exchange and loaning of staff
- Library staff may help and motivate new faculties by joining them in their research

We should identify best libraries and their best practices i.e. publisher workshop conducted at IIM-A, advertising archive at MICA
Technical session I
(Thursday, 26th Dec., 2013)

A total of 8 papers were received under this sub-theme out of which 3 were presented.

The author scintillated our minds with thoughts on problems related to women entrepreneurship-information resources and ICT required for networking. It was highlighted that librarian is key role player as utilizing the information by repackaging and promoting information product and services for social purpose.
Technical session II
(Thursday, 26th Dec., 2013)

Time: 2:45pm to 4:35pm

Sub Theme: Innovation in Library and Information Science

Chairperson: Dr. T S Kumbar, Librarian, IIT Gandhinagar
Co-Chairperson: Dr. Chandrakant Swain, Librarian, IIM Raipur
Invited speaker: Shri N V Satya Narayana, Informatics (India) Ltd., Bangalore talked on Entrepreneurship Opportunities in Librarianship.
Technical session II
(Thursday, 26th Dec., 2013)

Sathya Narayana said the topic refreshing one-Entrepreneurship opportunities in librarianship. Entrepreneur creates lot many jobs than large companies but is not awarded greatly by country.

He gave examples of

-hippocampus (acknowledged by Wharton)
-www.easylib.com- by Vani Mehta, Bangalore
-www.justbooks.com rent-read-return- by Sundar Rajan

All three are non-librarians.

He asked us to focus on how important ‘T’ is in LIS. Most important is how to manage/ organize information content and technology are inseparable and technology driving the content these days.
A total of 8 papers were received under this sub-theme out of which 6 were presented.

Today’s librarians are facing the problems like change or perish. User expectations are growing. We should incorporate web 2.0 features for providing innovative services to the patrons.

Presentation by Ms. Sneha from I.I.I., Mumbai talked about process of online lending library which caters to need of people even in rural and remote locations.
Technical session III  
(Thursday, 26th Dec., 2013) 

Time:  4:58pm to 5:49pm

Sub Theme: Intrapreneurship

Chairperson: Shri. Dharam Vir, Former Librarian, Hindustan Times, Delhi

Shri Dharam Vir began the session by saying all will become entrepreneurs by the time we have.

Co-Chairperson: Dr. Akhtar Hussain, Secretary, MANLIBNET and Dy. Librarian, IMT Ghaziabad

Product presentation- Wiley

26-28, December, 2013
Technical session III
(Thursday, 26th Dec., 2013)

A total of 5 papers were received under this sub-theme out of which 2 were presented, 1 paper from session IX was included in this: ‘From library to Granthagar’

First paper presented, theoretical aspects about entrepreneurship and intrapreneurship. The presenter quoted ‘Entrepreneurship is like a tree and intrapreneurship like branches’ The second paper gave solution for dropping rate of enrolment in public libraries by presenting a Kaizen Model which is an integrated form of the model which tries to use technology as a tool to provide the advanced facilities to its members in this growing modernized world without eliminating library’s traditional function.
Panel Discussion on Relevance of Librarians in the Future

Panelist:
Dr. H. Anil Kumar, President, MANLIBNET and Librarian & Head, NICMAN, IIM Ahmedabad.
Dr. Rama Patnaik, Librarian, IIM Bangalore.
Dr. Tarique Ashraf, Librarian, University of Delhi, South Campus, Delhi.
Dr. Swati Bhattacharya, Librarian, IIM Calcutta.

The panel concluded that
• Librarian’s have to prepare themselves for the challenges
• Contents are going to be tools
• People are eager to learn
• We have to imbibe ROI, cost benefit analysis
• We have to move reactive to proactive
• As we see that the education in India is moving from classroom to online (Outside India) will information needs will also imitate foreign country.
Technical session IV
(Friday, 27th Dec., 2013)

Time: 9:07am to 11:49am

Sub Theme: Entrepreneurship Education and Academic Libraries

Chairperson: Dr. Rama Patnaik, Librarian, IIM Banglore
Co-Chairperson: Ms. Jyoti Bhatt, Asst. Librarian, M.S.University, Vadodara

Invited speaker: Shri M K Chettiar, Bharat Books Bureau, Mumbai talked on Inspiring Journey of an Information Professional turned Entrepreneur

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Mr. Chettiar inspired the audience with his story of Bharat Books Bureau came into being. How it started from a small room in 1989 to its stature today.


He gave a business tip by saying that there should be exit strategy option well in place.
Technical session IV
(Friday, 27th Dec., 2013)

Vendor presentation- EBSCO

A total of 10 papers were received under this sub-theme out of which 8 were presented.

‘Learning is wealth’ as quoted by one of the presenters. Library should facilitate learning by providing materials which support teaching-learning in the organization. We should seek opinion of our customers. It was suggested that LIS education should include at least a chapter on Entrepreneurship. Library should be given more importance at school level. By inculcating wealthy reading habits at this stage we can think of some improvement in coming years.
Technical session IV
(Friday, 27th Dec., 2013)

In this session paper by K P Singh included link which was inaugurated by the Chair- www.liseducation.in which would be aiding LIS education in India. Librarians have to play active role in satisfying needs of human society. Librarians are invincible service providers of the organization.

This was followed by MANLIBNET’s “Best Librarian Award” for Dr. P R Goswami, currently serving at IGNCA by Dr. Akhtar Parveez, General Secretary, MANLIBNET and Librarian, IIM Indore.
Technical session V  
(Friday, 27th Dec., 2013)

Time: 12:15pm to 1:37pm

Sub Theme: Entrepreneurial Marketing for Libraries

Chairperson: Shri Jitendra Sharma, Treasurer, MANLIBNET and Librarian, NIILM-CMS, Noida

Co-Chairperson: Mr. Piyush Pant, Reliance Group, Noida

Invited speaker: Shri B P Prakash, Global Head (IRC), TCS, Pune talked on Return on Investment in Libraries
Mr. Prakash appreciated decent crowd in the conference. In first instance he suggested that this event can reduce cost by shrinking the event from 3 to 2 days by running parallel session. He used the formula-

\[
\text{ROI} = \frac{\text{Net profit after tax}}{\text{Cost of Investment}}
\]

and on the basis of this said-

If the value of ROI is not positive or a better value is possible we should not undertake the expense.
We should

- constantly scrutinize the finances
- change the service delivering model when needed
- we need to gather attention of the management with the numerical values of our services.

There is a threat that the management may outsource information work of libraries if we fail to show the impact or ROI.
Vendor presentation- Bharat Books Bureau by Laxmi Chettiar

A total of 6 papers were received under this sub-theme out of which 3 were presented

Salient features of marketing were discussed with librarian as knowledge managers. Our current users are techno savvy which does not necessity imply that they are information intelligent. This is the domain of the librarian. We should show our entrepreneurial trait by focusing on customer centric services- supporting teaching environment.
Technical session VI
(Friday, 27th Dec., 2013)

Time: 2:37pm to 3:40pm

Sub Theme: Entrepreneurial Competencies and Librarianship

Chairperson: Dr. Swati Bhattacharya, Librarian, IIM Calcutta

Co-Chairperson: Ms. Hema Rawal, EDI, Ahmedabad
Technical session VI
(Friday, 27th Dec., 2013)

Vendor presentation-

  – Taxman
  – Sage by Mr. Samir

A total of 7 papers were received under this sub-theme out of which 4 were presented

Libraries face the pressure to change because of economical, technological changes due to globalization. One can deal with the change by resisting, following or leading. Rightly said by a presenter our attitude will be deciding our altitude in our profession.

26-28, December, 2013
Technical session VII
(Friday, 27\textsuperscript{th} Dec., 2013)

Time: 4:05pm to 5:35pm

Sub Theme: Green Entrepreneurship and Green Libraries

Chairperson: Shri Girdhar Kunkur, Principal, We School, Mumbai

Co-Chairperson: Dr. Meeta Rathod, Librarian, BRCM College of Business Administration, Surat

26-28, December, 2013
Vendor presentation-

- Learnbiz
- Informatics

_A total of 7 papers were received under this sub-theme out of which 6 were presented_

The green libraries is a new concept. LEED standard by UNESCO was quoted by almost all the presenters. Librarians are supposed to create awareness and create space. The library design should be green which uses recyclable materials. Interactive places in the libraries should have proper ventilation. HVAC system should be incorporated to improve the inconsistency of heating and cooling throughout the building.
Panel Discussion on MANLIBNET: Past, Present and Future

Panelist:

Dr. Swati Bhattacharya, Librarian, IIM Calcutta.

Dr. Akhtar Parvez, General Secretary, MANLIBNET and Librarian, IIM Indore

Dr. P R Goswami, Librarian, IGNCA

Dr. T S Kumbar, Librarian, IIT Gandhinagar

Shri Dharmendra Sachan, DGM, EXIM Bank, Mumbai

The discussion on relevance of this network began with appreciation of this august gathering of librarians day a Business Professional Ramakrishnan, Hyderabad

MANLIBNET received suggestions from the audience.
Panel Discussion on
MANLIBNET: Past, Present and Future

1. A concern raised by non-B school community to include them in the group was clarified by the authorities that it's definitely not restricted.

2. Suggestion by Dr. Swati acronym MANLIBNET can be known as Managing Library Networks.

3. There were suggestions from librarians to raise the image of librarians and at Government level.

MANLIBNET noted that the low attendance only 50% during the session itself was an indication of our poor image. We should start working sincerely, good word will spread and we will get are due.
Technical session VIII
(Saturday, 28th Dec., 2013)

Time: 9:00am to 10:08am

Sub Theme: Libraries as Business Venture

Chairperson: Shri N G Satish
Co-Chairperson: Shri K N Muralidharan, Assistant Librarian, IIM Ahmedabad.
A total of 7 papers were received under this sub-theme out of which 2 were presented.

Librarians are facing problems are signs of prosperity. Explore the power within and bring out the entrepreneur in you. This paper seeks to consider the problem of poor reading culture in Nigeria. Awareness created about social entrepreneurship in the institution of higher learning of society.
Technical session IX
(Saturday, 28th Dec., 2013)

Time: 10:10am to 11:30am

Sub Theme: Dr. S R Rangnathan’s Five Laws and Entrepreneurship

Chairperson: Shri P C Shah, NICTAS & ATIRA Library (Retd.) & Former Hon. Director, ADINET, Ahmedabad

Co-Chairperson: Dr. Dhaval Bhatt, Chief Librarian, Parul Group of Institutes, Vadodara
Technical session IX
(Saturday, 28th Dec., 2013)

A total of 5 papers were received under this sub-theme out of which 4 were presented.

This session shows how relevant are Ranganathan’s five laws in intrapreneurship context. Librarians must provide services with professional competence and entrepreneurial mindset.
Technical session X
(Saturday, 28th Dec., 2013)

Time: 11:10 a.m. to 12:15 p.m.

Sub Theme: Infopreneurship: Bibliometric Studies

Chairperson: Dr. K. Elavazhagan, Librarian, IIM, Trichy
Co-Chairperson: Dr. C.K. Patel, Librarian, DDIT, Nadiad

Speaker: Mr. Sebastian Joseph, he joined us a little late. His career profile itself is an inspiration for us. He started as a library professional turned into an I.T. professional - currently serving at D.D.B. Mudra group as Chief Technology officer
Technical session X  
(Saturday, 28th Dec., 2013)

A total of 5 papers were received under this sub-theme out of which 3 were presented

Research papers on Bibliometric studies covered in this session showed how as librarians we can get obsessed and immersed in works of any subject experts of any area and coordinate their research.
Technical session XI
(Saturday, 28th Dec., 2013)

Time: 12:15 p.m. to 1:10 p.m.

Sub-Theme: Infopreneurship- Digital Libraries

Chairperson: Dr. Urmila A. Thakker, Head P.G. Dept of Library and Information science, S.P. University,
Co-Chairperson: Dr. Lavji Jhala, Asst Librarian, MICA
Technical session XI
(Saturday, 28th Dec., 2013)

A total of 6 papers were received under this sub-theme out of which 4 were presented.

Case of IIM, Trichy where the librarian struggled to build a library within 3 months time from scratch and Cept library, Ahmedabad where library LMS was changed from ALICE for Windows to KOHA were presented in two different papers.
Technical session XII
(Thursday, 28th Dec., 2013)

Time: 1:15 p.m. to 2:10 p.m.

Sub-Theme: Infopreneurship- E-resource Studies

Chairperson: Shri. Gnaneshwar Goud Mulla, Hyderabad
Co-Chairperson: Shri Niraj Patel, Deputy Librarian, MICA
A total of 4 papers were received under this sub-theme out of which 1 was presented.

Paper focused on the usage of Web services in University libraries with the students, Research Scholars, Project fellows for their study pursuit. Web services are playing predominant role in providing information to users of university libraries. The main object of the paper is to know the usage of web based services especially ‘Internet services’ in different university libraries in A.P. Internet services are time sensitive services so it would be difficult to maintain such intangible products in university libraries.
Press releases
City Bhaskar,

Dt. 26 Dec., 2013

आज धड़ी आधमा कोई रहन्त
हपेरिट सेक्टरमाथी प्रोडेशनल्स आर्मा भाग रेते हो?

• सिटी रिपोर्टर अमेठी
• आंतरिक्षिक रेडियो एक्सोफोन ओएक्सीजन तथा मेनेजमेंट बॉर्डरीज़ के पार्टनर अवटार के तहत, वन्यजीव पर्यावरण और मानव जीवन विषय में आंतरिक्षिक अभियांत्रिक की तरह "उद्यम अभियांत्रिक" के तहत 15वीं टेम्परेशन फाइनल्स में शामिल हुए।

• विविध मिशन मेनेजमेंट सूक्ष्म, पुनर्विकल्पित और केवल एकेडमिक प्रोडेशनल्स भाग बेगी।

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Libraries must innovate to give users the edge: Experts

Ahmedabad: The 15th edition of the ‘International Conference on Entrepreneurial Approaches to Librarianship’ is currently being held in the city at the Entrepreneurship Development Institute of India (EDI). EDI and Management Libraries Network (MANLIBNET), in partnership with Knowledge Consortium of Gujarat (KCG), are organizing the conference from December 26 to 28.

Inaugurated by Sunil Parekh, founding curator, World Economy Forum – GS Initiative, the conference has 200 delegates participating from IIMs, IITs among others. The pre-conference proceedings containing 88 papers, published by Bookwell, New Delhi will also be released during the conference.

Parekh in his address emphasized on the important function that libraries can perform in today’s growing economy. He stressed on the need to keep a continuous focus on innovations and research in order to be ahead and added that it is significant to create knowledge and disseminate it to maintain a competitive edge.

Dr Dinesh Awasthi, EDI, highlighted the entrepreneurial approach that libraries could adopt today in making learning feasible and relevant. Discussing the fundamental features of entrepreneurship, Dr Jagdish Arora, director, INFLIBNET, talked about ‘innovation’ and ‘research’ and urged the libraries to adopt these traits to function in a manner that helps them redefine their role to turn challenges into opportunities.

Dr H Anil Kumar, president, MANLIBNET and librarian, IIM-Ahmedabad, Dr Akhtar Parvez, general secretary, MANLIBNET and librarian, IIM-Indore and B Ganapathy, organizing secretary, MANLIBNET 2013 and librarian, EDI, are also attending the two-day event.

The conference aims at documenting the current state of entrepreneurship in libraries, inspiring future entrepreneurial pursuits among the librarians and providing a roadmap and inspiration for future endeavours.
दरीआहम याती रेहती धार्मिक धर्मोद्भवन कोन्फ्रेंसमा 200 पार्टिसिपेटर नेक्चार समाधान : 25 दिसंबर 2013

आंत्रिकिकोरितिक विकास मन्त्री डाक्टर घरण्डे द्वारा ‘आंत्रिकिकोरितिक संगठनो दुःख नाशिकरण’ पर 90मितिमा धर्मोद्भवन कोन्फ्रेंसमा आखेको हुन्छ।

नेक्चारको निर्देशक ओमलाल राव पालन गोपाल देखि यसै आक्रान्तको र अन्य श्रेणीहरूमा प्राथमिकता राखि रु लागाउने काममा मद्दत गर्ने गर्ने पार्टिसिपेटरहरूलाई प्रतिष्ठित गराउँगा।

दरियाहम याती रेहती धर्मोद्भवन कोन्फ्रेंसमा 88 पेपर मेजर कस्तोमा आख्यायित भएका, र विद्वानहरू कलेक्टिव राखाइएका माध्यमसम्म लागाउने दिशालगाउने आख्यायित भएका। विशेषकर तिन्कल्ट जित्य राखाइएका माध्यमको लागाउने दिशालगाउने आख्यायित भएका।

विशेषकर तिन्कल्ट जित्य राखाइएका माध्यमको लागाउने दिशालगाउने आख्यायित भएका।

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लाइब्रेरीनी आंत्रिप्लाजोरियल वेत्यु पर चर्चा येशे

श्रीकृष्ण मान पुस्तकालैं वारस नथी, शाननी हरियो छ. २९मी वधारामा लाइब्रेरीनी नवा लाइटेक्स मोडल आनी गयो छ. आफ्नै ग्रीन टेकनोलोजी, रिक्ट्रीड मुग्न वात कर्स दिनो। तो लाइब्रेरीने रिक्ट्रीड मुग्नमा था माटे वसी न बेच्न्याउने। आंत्रिप्लाजोरियल आवेदन नेशनल इलेक्ट्रॉनिक रिजर्व्याक्यूलिट्यूक (हिन्दीकिन्नर), मनेजमेंटल लाइब्रेरी नेटवर्क आणि चुडाईत नोबेल ट्रांस्फर्स रक्कमना सहयोगी आप्सी 'आंत्रिप्लाजोरियल एसोसिएशन' डेटल्ड एन्ट्र्युम म्हणजेतील विरले दिसले श्रीकृष्ण मान। लाइब्रेरी नेशनल पर आली आकार परपरागत प्रागातलेने आत्मनी लाइटेक्स युग साठे श्रीकृष्ण मान रस्ता केवी रीते कृती शक्य ते प्रदेशात व्याकरणमा राष्ट्रीय आंत्रिप्लाजोरियल अपराधी उ लाइब्रेरीनीशीप किन्नर्सनु आयोजन घेतले छै।

श्रीकृष्ण मान किन्नर्समा ८८ दिवसांना १७ रिसर्च पेपर रजू येशे। जेवा ८ नातिकेलीया, आय आमेरिका अने भे इराणाच्या पेपर रजू येशे। आ अजि श्रीकृष्ण मान लाइब्रेरीनी जी. जनपद दिले जते या लाइब्रेरी वांतन्या स्थान उपयोग मेक आंत्रिप्लाजोरियल वेत्यु धरावला लागण नसे।  लाइब्रेरी रुप्खी शा माने वांतना न जा। जुस्क, रिक्ट्रीडलाइटेक्स, ग्रीन कर्सेड, यउर ग्रेटर मेनेजमेंट माने नेशनल लाइब्रेरीनी विषाणुने भाज्यावर करोडी शक्य ठेऊँ। लाइब्रेरी संगठन नेशनल मनेजमेंटमा नवा आयामी शीर्षक ठेऊँ। आ निवडलेली किन्नर्समा भारती नामक विजेनस लाइब्रेरीनी संघात अने अनेकपट्ट छाप्ने रेवेशे। जेवा लाइब्रेरी मनेजमेंट, रिक्ट्रीड लाइब्रेरी, आंत्रिप्लाजोरियल वेत्यु - इन लाइब्रेरी, ग्रीन आंत्रिप्लाजोरियल नोक ग्रीन लाइब्रेरी, लाइब्रेरी नेशन विजेनस वेन्यास, एच रिसर्च स्टैडी वगाव स्था विषयात रिसर्च पेपर रजू येशे अने वर्षी येशे।

Gujarat Samachar
Dt. 27 Dec., 2013
Thank You