LIBRAPRENEURSHIP : DEMAND OF THE CHANGING ENVIRONMENT IN LIBRARIES.

Dhananjay B.Sutar *

*Yashwant R. Chavan***

Abstract :

This research paper attempts to explain the newly emerging concept of 'Librapreneurship' in its simplest form, in analogy with the term 'entrepreneurship'.It further describes the meaning and definition of the newly emerging terms like 'Librapreneur' and 'Librapreneurship'. It focuses on the factors responsible for the emergence of 'Librapreneurship', revealing librapreneurial traits along with librapreneurial process and role of Librapreneur in the changing ICT based LIS environment, finally, it throws light on the barriers likely to be overcome for the successful implementation of the term librapreneurship.

1. INTRODUCTION:

When we refer to the word 'entrepreneurs', images of top business tycoons flash in our mind, but virtually everybody is entrepreneurial in terms of self development, risk taking , creativity, self-decision making etc.

In India, entrepreneurship can be eyed as a tool for income generation and employment. So government of India is designing policies and procedures to promote 'entrepreneurship.'

This tool is equally applicable to 'Library and Information Science' field for the betterment of its tools and techniques resulting into improved services, but it should be borne in the mind that library is a not a profit making service organization, hence one should deliberately conform entrepreneurial approaches to Librarianship.

* Assistant Librarian, Barr. Balasaheb Khardekar Library,Shivaji University, Kolhapur, E-mail : dbs.lib@unishivaji.ac.in. Cell No.9890940074 , (O)0321-2609210

** Contributory Lecturer, Department of Library and Inf. Science,Shivaji University, Kolhapur E-mail: yashwantchavan96@gmail.com Cell No.9503955993

Entrepreneur and Librapreneur:

2.1 Meaning and Definitions:

The word entrepreneur in English originated from the French word 'entreprendre' meaning 'to undertake'. 'Entrepreneur is a person who takes initiative to bring new ideas, innovations, starts a new venture and acts as a catalytic agent for a new project, which creates wealth'. Thus he/she becomes a change agent for socio-economic development.

1. It is in The Oxford English Dictionary entrepreneur is, 'one who undertakes an enterprise; a person who takes the risk of profit or loss' (Simpson and Weiner , 1991).

2. An acknowledged management guru Peter Drucker defines, "The entrepreneur always searches for change, responds to it and exploits it as an opportunity" (**Drucker , 1985**).

"For political scientists, the entrepreneurial man is a leader in the system, for economists, he is the key person in the economic growth and vice versa" (**Nandan , 2011**). In the same way, for the library and information science professionals, he is the angel of changes for the continuous improvement of library products and services, by the way of adopting modern Information and Communication Technologies (ICT) and employing participative management. Thus librapreneur is a person who searches for positive changes in the library tools and techniques due to the impact of ICT, responds to it positively and exploits it as an opportunity for continuous improvement of library products and services for maximum satisfaction of user wants, needs and requirements.

Such librapreneurs are not influenced by any single factor but the quality of librapreneurship is the result of the interaction and assimilation of different types of users' community and environmental factors affecting patrons' informational wants and needs.

3. Concept of Librapreneurship :

The concept of librapreneurship revolves around the users, their wants, needs and expectations and maximum satisfaction of these, by adopting latest infrastructure , advanced technology and modern management techniques .The rapidly emerging concepts like Web 2.0,Library 2.0,Web 3.0, Library 3.0, Cloud Computing , e-books, e-journals, e-publishing, digital library, virtual library, wall less library, paperless world etc. are paving a way to the drastic revolution in the library and information science field to provide ICT based revolutionary in-

novative library services, extending the traditional concept of librarianship to the newly emerging concept of librapreneurship.

4. Librapreneur and Librapreneurship:

The term librapreneur can be used interchangeably with librapreneurship, but,

conceptually, they are different just like the two sides of a coin. The table given below highlights the concepts of librapreneur and librapreneurship.

A 'Librapreneur' is that individual or team(group of individuals), which identifies the opportunity, gathers the necessary resources, creates a system and is

Sr.No.	Librapreneur	Librapreneurship
1)	Refers to a person (working in US field)	Refers to a process(in LIS field)
2)	Visualizer of any new LIS service	Actual vision of service
3)	Creator of the modem system to provide quality service.	Creation of the advanced system to provide quah'ty service.
4)	Organizer of i:he latest information using modem technology to provide value added services	Organization of the latest information to render value added services
5)	Innovator	Innovation
6)	Technician to motivate and/ or to develop latest systems to achieve total quality in providing library services for the attainment of ultimate goal of the Library	Actual implementation of technology
7)	Initiator	Initiative
8)	Decision Maker	Decision
9)	Planner	Planning
10)	Leader	Leadership
11)	Motivator	Motivation
12)	Programmer	Action
13.	Risk Taker	Risk Taking
14.	Communicator	Communication
15.	Service Provider	Actual Service
16.	Administrator	Administration

ultimately responsible for the performance of the non- profit- making service organization in the attainment of set objectives.

On the contrary,' Librapreneurship' is the process of creating value by bringing together a unique package of resources to exploit an opportunity, in achieving the ultimate goal of the attainment of patrons'/users' wants, needs and expectations and thus promoting the value of the service institution, employing continuous improvement and participative management.

5. Reasons for the emergence of Librapreneurship:

Some of the crucial factors responsible for the emergence of Librapreneurship are attempted to describe below.

5.1. Changing Infra-structure of Library and Information Centre:

Drastic changes in terms of collection development, storage media, services rendered, Functional Building etc

5.1.1. Collection Development: Traditional concept of print- resources is lagging behind and new concepts like e-books, e-journals, Virtual collection etc are emerging rapidly, leading to the concept of paperless world.

5.1.2. Storage Media: Print media is rapidly replacing by the electronic or digital storage media.

5.1.3. Services Rendered: Traditional services are replacing by added value e-based services.

5.1.4. Functional Building : The emergence of virtual libraries converting the library with walls into library without walls and thus giving rise to the concept of library without walls.

5.2. New Technologies:

Technological development which results into the emergence of concepts like Digital library, Electronic library, Virtual library, Wall less library, cloud computing, mirroring, Web 2.0 services, Web 3.0 services, Library 2.0,Library 3.0 services.

5.3. Information Explosion/Tremendous growth of information:

Growth of information beyond manageable limit makes it impossible for the libraries and information centres, to achieve self sufficiency regarding resources and bibliographic control over literature. So, modern tools and techniques should be adopted to keep bibliographic control over tremendous growth of literature.

5.4. Dwindling Budgets:

In case of non-profit-making service organizations like libraries, the funds are always in-adequate, therefore the available funds should be used cost-effectively.

5.5. Modern Age User Community:

The wants, needs and expectations of the modern age users are changing and to cope up with the change, they are placing more emphasis on the on-line access, retrieval and dissemination of information.

5.6. Increasing Demand for e-services:

Day-by-day, the users are showing more interest in the ICT based e-services, such as e-books e-journals, e-newspapers, e-publishing etc.

5.7. Escalating Costs of Printed Documents:

Due to rising costs of raw materials, pages, typing, binding etc, the overall cost of printed document is escalating considerably.

5.8. Interactive Virtual Learning Environment;

5.9. Evolution of Virtual Educational Institutes;

5.10. On-line Book-shops and Information Services;

5.11. New Patterns of Scholarly Publishing and Communication;

5.12. Explosive Growth of Web sites and their usage; etc are some other factors responsible for the emergence of the concept of 'Librapreneurship'.

6. Librapreneurial Traits:

"John Hornday of Bobson College was among the First to develop a composite list of entrepreneurial traits " **(Lall and Sahai , 2006)** . These are listed below:

6.1. Self confident and optimistic;

6.2. Able to take calculated risk;

6.3. Responds positively to challenge;

6.4. Flexible and able to adapt the change;

6.5. Knowledgeable;

6.6. Able to get along with others better;

6.7. Independent minded;

6.8. Versatile knowledge;

6.9. Energetic and efficient;

6.10. Creative, need to achieve;

6.11. Dynamic leader;

6.12. Responsive to suggestions;

6.13. Takes initiatives;

6.14. Resourceful and preserving;

6.15. Perceptive and foresight;

6.16. Responsive to criticism.

All the above mentioned traits are equally crucial to the Librapreneur also and he/she should attempt to gain these traits through conscious efforts. Along with these traits the librapreneur should posses some additional vital traits like:

6.17. Service minded;

6.18. Psychologist;

6.19. Empathy;

6.20. Un-biased etc.

7. Librapreneurial Process:

"Entrepreneurial process is a six-stage procedure" (**Nagendra and Manjunath , 2011).** In analogy with this, at its simplest, what a librapreneurs can do is viewed as a six stage procedure:

7.1. They see opportunities or identify an opportunity;

7.2. They have a vision/ they establish vision;

7.3. They can communicate the concept effectively/persuade others;

7.4. They gather resources to make their vision a reality/ gather resources;

7.5. They organise these resources to create a new venture to provide value added LIS services;

7.6. They constantly change /adapt themselves according to the changing environment, for maximum satisfaction of users' wants, needs or requirements.

8. Role of Librapreneur:

Entrepreneurs all over the world emphasized the importance of new products in their business. "Organizations are competing with each other to identify, develop and launch new products." **(Roy, 2011).** In analogy with this, a librapreneur must attempt to implement latest ICTs continuously, which will certainly assist him to provide new value added library services and continuous improvement of these, in conformity with the changing needs of the users. In order to make it feasible, a librapreneur has to play aptly the roles of:

8.1. Information Broker;

8.2. Angel of Change;

8.3. Technician;

8.4. Facilitator;

8.5. Educator;

8.6. Innovator;

8.7. Website Designer;

8.8. Manager;

8.9. Decision Maker;

8.10. Service Provider.

9. Barriers to Librapreneurship

Though Librapreneurship is a rapidly emerging concept on the heralds of LIS, it has to overcome a large number of barriers, for its wide acceptance in the paradigm of digital revolution in LIS field. Some of the crucial barriers are attempted to describe in the following paragraphs.

A) Environmental Barriers:

In the modern era of ICT based digital environment, one has to consider major issues like:

1. CopyrightLaw– "A copyright is considered essential for items like computer software,..."*(Badi, and Badi , 2005).*

   It is a major issue facing the digital technology. Difficulties of intellectual property rights of the author and publisher are still persisting in digital media.

2. Archiving and reservation of e-information may be one of the most challenging of all the tasks.

3. How to keep your data safe and secure in cloud.

4. Policy of agreement with service providers in cloud computing.

5. Needs substitute arrangement, if their service falls, due to clashes or disagreement between the dealer or provider and end user, then there will be chances of discontinuation of the service.

6. Pay-per-use i.e. we have to pay for whatever information we used.

7. Needs staff training and user orientation programmes.

B) Financial Barriers:

1. Dwindling budgets of the non-profit making service organizations like libraries is a major concern.

2. Purchasing and implementation of new technologies is very expensive.

3. Staff needs orientation and training to cope up with the changing technologies, which needs money.

4. Digitization is very expensive, especially to under-take alone in-house digitization.

C) Technological Barriers:

At present age of technological revolution, new technologies are emerging continuously making it difficult to cope up with the pace of technological change. If we implement the most latest technol-

ogy to provide ICT based modern services, then also, it requires continuous improvement or adaption of new one constantly, which in turn requires continuous training and development of the staff, otherwise, all the investments made on the Implementation and installation of technologies are in vein.LIS clienteles also needs continuous orientation and training, in accessing information using the modern technologies adopted, but many of them are reluctant to take the same.

D) Social Barriers:

* Social barriers include age, sex bias, culture, financial status, family background, educational status, political power, religion and caste etc.

* Many people lack the knowledge of technological development.

* They are computer illiterate.

* They are reluctant to handle new technologies.

* They resist the change.

* They like traditional approach.

10. Conclusions:

A librapreneur is a person who searches for positive changes in the library tools and techniques due to the impact of ICT, responds to it positively and exploits it as an opportunity for continuous improvement of library products and services for maximum satisfaction of user wants, needs and requirements and thus, ultimately responsible for the performance of the non- profit- making service organization in the attainment of set objectives. On the contrary, 'Librapreneurship' is the process of creating value by bringing together a unique package of resources to exploit an opportunity, in achieving the ultimate goal of the attainment of patrons'/users' wants, needs and expectations and thus promoting the value of the service institution, employing continuous improvement and participative management.

Changing Infra-structure of Library and Information Centre; New Technologies; Information Explosion/Tremendous growth of information; Dwindling Budgets; Modern Age User Community; Increasing Demand for e-services; Escalating Costs of Printed Documents; Interactive Virtual Learning Environment; Evolution of Virtual Educational Institutes; On-line Book-shops and Information Services; New Patterns of Scholarly Publishing and Communication; Explosive Growth of Web sites and their usage; etc are some of the factors responsible for the emergence of the concept of 'Librapreneurship'.

Though Librapreneurship is a rapidly emerging concept on the heralds of LIS, it has to overcome a large number of barriers, such as Environmental Barriers, Financial Barriers, Technological Barriers, Social Barriers etc., and successfully implementing the six stage librapreneurial process, for its wide acceptance in the paradigm of digital revolution in LIS field.

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'विवेक रिसर्च' साठी आपले संशोधन लेख, जे साहित्य, शास्त्र, कला, संगीत, शिल्प, संगणक प्रणाली आदी विविध शाखा, विषयांवर लेखन केले असेल ते पाठवून द्यावेत. संशोधन अभ्यास विषयातील नवी संकल्पना, नवी शोधकता विशेष तज्ज्ञांकडून मान्यता घेतल्यानंतर ती अनेकांपर्यंत पोहोचेल. तुमच्या शोध लेखांचे स्वागत आहे.

डॉ. डी. ए. देसाई
कार्यकारी संपादक