Librarian: New Entrepreneurs of 21st Century

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Abstract
We know that librarians empower community voices with the power of intellect, access to information and democratic conversation. Librarian brings access to different sources of information and also forms networks in communities for knowledge. Library professionals do always have the potential to be called as good entrepreneurs as they look for the needs of their users and fulfill them. The mission of librarians is to improve the society through facilitating knowledge creation in their communities. The librarians in today’s era have become online teaching materials selectors, webmasters, book fair organizers, volunteer coordinators, and network managers, none of which ever considered as jobs of librarians of traditional era but has gained appreciation and has enhanced their positions. Most librarians don’t think of themselves as entrepreneurs, but there is a growing interest in entrepreneurial librarianship, the abstract idea connecting entrepreneurship with the services librarians provide everyday.

Keywords:- Skills of librarian, Entrepreneur, Librarianship, Entrepreneurship

Introduction
There’s no committee that says, ‘This is the type of person who can change the world – and you can’t.’ Realizing that anyone can do it is the first step. The next step is figuring out how you’re going to do it. (Adora Svitak)

Today’s librarians are innovators who provide access to credible sources of information, and create networks of knowledge in our communities by exploring new technologies and novel ideas in the relentless pursuit of excellence. To handle modern era library and information centres, we need well trained library professional. These librarians are embracing the entrepreneurial spirit. Most librarians don’t think of themselves as entrepreneurs, but there is a growing interest in entrepreneurial librarianship. Indeed, librarians and entrepreneurs share some common characteristics which consist of creativity, persistence and passion.

Entrepreneur: one who organizes, manages, and assumes the risks of a business or enterprise.
Library entrepreneur: a librarian who actively searches for unfilled needs in his/her organization and assumes responsibility for meeting them, adding value to his/her position.

Entrepreneur
Derived from French word Entreprendre means to undertake.

“A person who organizes and manages any enterprise, especially a business, usually with a considerable initiative and risk”

Richard Carleton: A person who buys factors of production at certain prices in order to combine them into a product with a view to sell them at uncertain prices.

Joseph Schumpeter: Individuals who introduce something new in the market or economy.
New encyclopaedia: An individual who bears the risk of operating business in the face of uncertainty about the future conditions.

Entrepreneurship
Frank H. Knight (1921) and Peter Drucker (1970) entrepreneurship is about taking risk. The behaviour of the entrepreneur reflects entrepreneurship willing to put his or her career and financial security on the line and take risks in the name of an idea, spending much time as well as capital on an uncertain venture (wikipedia (EN)).

Entrepreneurship Traits
• Take initiatives
• confident and optimistic
• Take calculated risks
• Effectively handles challenges
• Knowledge of profession
• Independent thinker
• energetic and efficient
• creative
• Dynamic leader

Librarianship
Librarianship deals with the principle and practice of selecting, acquiring, organizing, disseminating and providing access to information in accordance with the specific needs of groups of people or an individual.

Librarians have been associated with the business of knowledge management as they have been always operating as intermediaries between haves and have-nots of knowledge but the concept is being perceived as re-branding of Librarianship. (Sarrafzadeh, 2010)

Library professional Trait
• Desire for high achievement
• Highly optimistic
• Independent
• Foresight
• Good organiser
• Innovative
• Good communicator
• Techno savvy
• Risk taking ability
• Good trainer (Lall 2006)

Entrepreneurial Librarianship

In the era of knowledge economy, it is very much important that people with creative ideas, experience, information skills, and knowledge—that is, knowledge workers and professionals—become engaged in entrepreneurial activity involving the creation and use of new knowledge for organizational, community, and personal development and the development of new products and services. The need to approach library management from an entrepreneurial business perspective is vital, no matter whether the information facility is available in a corporate, academic, public or school setting. We know that librarianship is not a business but there are certain characteristic like responsibility, performance, and control which are common as any other enterprise. However concepts of entrepreneurship are not new to the libraries. The tradition of entrepreneurship was recognized in a recent ad put out by Barnes & Noble offering libraries a 10 percent savings on their next library order.
in recognition of National Library Week 2005. Much of the success of librarians in creating consortia and resource sharing networks, in developing new Web-based services and products, and in partnership development in order to secure funding for new or established library services and programs speaks to the entrepreneurial skills resident in the library profession.

**Librarians as Entrepreneur**

<table>
<thead>
<tr>
<th>Basic</th>
<th>Entrepreneur</th>
<th>Librarian</th>
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<tbody>
<tr>
<td>Status</td>
<td>Entrepreneur is the owner of enterprises.</td>
<td>Librarian is the holder of library</td>
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<tr>
<td>Reward</td>
<td>Reward for an entrepreneur is profit</td>
<td>The reward for librarian is users’ satisfaction</td>
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<tr>
<td>Innovation</td>
<td>Entrepreneur has to keep on innovating new and better products to meet the changing demands</td>
<td>Librarian has to provide new and better resources and services to changing demands of the users</td>
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<tr>
<td>Assessment</td>
<td>For market assessment entrepreneur identifies customers need patterns and try to satisfy them</td>
<td>For library assessment librarian identifies users need patterns and tries to satisfy them</td>
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<tr>
<td>Risk bearing</td>
<td>An entrepreneur bears all the risk of uncertainties involved in running the business.</td>
<td>Librarian bears all the risk of uncertainties and responsibilities in running the library</td>
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<tr>
<td>Type of function</td>
<td>An entrepreneur performs all managerial and technical functions required to run the business</td>
<td>Librarian performs all managerial and technical functions required to run the business</td>
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<tr>
<td>Role</td>
<td>An entrepreneur acts as an innovator or decision maker</td>
<td>Librarian acts as an innovator or decision maker and also excuses decision</td>
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Table no.1

**Six Tips for Aspiring Librarian Entrepreneurs**

List of six suggestion which will help librarians seeking to channel their inner entrepreneur characters for their library to establish entrepreneurial culture. Apart from this library professionals needs to be updated with the latest information, making daily time for thought and reflection & never being in a state of doing nothing.

1) **Listen/Observe:**

Seems simple but sometime library professionals don’t give importance to the simplest things. We need to know what actually our clienteles are looking for. The characteristics of entrepreneurs are to discover problem and bring solution for the same. We need to be alert to pick up the right signals.

2) **Accept Hard Work:**

One characteristic of entrepreneurs is to think innovative. Coming up with new ideas does not end there; it requires implementation which again deals with budget, deadlines more staff and all other manner of hurdles. Librarians need to be ready for all kind of hard work for the accomplishment of a task.
3) **Break a Few Rules:**

The entrepreneur’s motto is “It is better to ask for forgiveness than permission.” If not rules, then at least avoid allowing policies to hamper staff creativity and innovation. Too often our new-to-the-profession colleagues are excited by their LIS education and are eager to try new ideas, only to have senior colleagues construct barriers out of rules and policies. Let’s not let policies and procedures and the fear of setting precedents get in the way of our budding entrepreneurs.

4) **Balance Risk and Evolution:**

The basic elements of entrepreneurship is risk taking. But not all entrepreneurial endeavors need be risky if it’s evolutionary. For example, starting a text reference service may involve a degree of risk, but as an evolution of past digital reference services there is risk mitigation. The library has experience with this type of technology, and if text reference fails there are existing fallback options. So for your next entrepreneurial venture think evolution.

5) **Leadership skills:**

- Needs to be a problem solver
- Decision making qualities
- Needs to take Responsibilities
- Positive approach towards each task

6) **Be a problem Finder:**

All entrepreneurial triumphs begin with problem identification. Librarians are supposed to be problem finders rather than problem solvers. We need to first immerse ourselves in the users’ experience and figure out what’s broken in your library.

**Conclusion**

Libraries are always considered as the heart of the organization/universities/Institutes. So, In this knowledge era society, librarians are expected to motivate themselves to change the way they provide library services so that they can play their role effectively in the digital knowledge society. The driving forces in a library are basically the same as in business organization. Librarians have been engaged in acquiring and serving information products produced by commercial agencies. These include books, reference books, indexing and abstracting sources, databases. The librarians in today’s era have become, online teaching materials selectors, webmasters, book fair organizers, volunteer coordinators, network managers, none of which are traditionally "library" jobs/works, but all which are appreciated, necessary, and give added value to their positions. These librarians are embracing the entrepreneurial spirit.

**References**


