ROLE OF LIBRARIES IN ENTREPRENEURSHIP AND SOCIAL CHANGE: REVIEW OF SELECTED CASE STUDIES

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ABSTRACT

Entrepreneurs and small businesses are generally comprehended to be engines of financial development and advancement. Less notable is the way libraries advance business enterprise. The objective of this article is to narrate the role of library professionals in successfully shaping an entrepreneur in his/her business and play a significant role in the society. Libraries address the issues of aspiring business people and things are considered, in all aspects of our country. Regardless of experience, an individual trying to dispatch a venture can utilize library assets, innovations and staff skill to take part in business planning, perform statistical surveying, look for capital speculations, investigate network associations learn about intellectual property practicalities, model items and lead everyday activities. Libraries and people in general and private segment on-screen characters occupied with propelling business enterprise ought to team up additionally to make new open doors for learning, revelation, development, and advancement over the economy. In this study, the authors have analyzed few prosperous case studies and concluded that the role of library professional is vital towards the success of the projects executed by the entrepreneur and begun the social change very differently in a small way.

Keywords: Library, Librarian, Entrepreneurship, Social Change

INTRODUCTION

The libraries involved the development and entrepreneurship ecosystem. Libraries are advanced decentralized systems that enable innovators from all aspects of society through access to information channels and the devices of creation. Such assets might be insignificant or non-existent in new businesses or even settled professional workplaces. As passages to Tran's disciplinary information streams staffed with guides as librarians, libraries are perfect situations to learn center data proficiency abilities. Administrators themselves have a long history of improving to serve their networks properly, in ways that go well beyond the baseline knowledge repository role. Libraries are gateways to intellectual innovation and statistical surveying bits of knowledge, strategy for success help, and capital, and that's only the tip of the iceberg. Libraries are essential entry points for first-time autonomous business visionaries to get state and central support for independent ventures.

LITERATURE REVIEW

The role of libraries in modern society

In the modern information society, libraries and information centers have a new role to play. This is due to the increasing use of web-based information sources and electronic services. Libraries are also being managed in a more democratic way due to a flexible communication system and efficient work organization. Their services are also user-centric.

A civilized society is expected to have a literate and educated community fully aware of the value, importance, and use of libraries. This is so because, wherever there is civilization, there must be books and wherever there are books, there are libraries. The library is, thus, a driving force capable of building a better society by its nature, variety, quality and extent of service. It is a support for all types of educational development of an individual. It enables every reader to access a wide range of reading material to broaden one's outlook, knowledge, and ideas. The success of any democracy depends upon the educated and enlightened citizens irrespective of their social status. An informed and refined citizen tries to judge what is right and wrong. It opens the windows of the mind and enables the readers to solve their crucial problems in a reasonable manner (Juchnevič, 2014).

As a social institution, a library allows its users to interact among themselves. This is carried out by organizing talks, lectures, films, discussions on current

topics, book exhibitions and some socially useful activities. A library provides a right forum for social get-together within its premises and makes it available on equal terms to all groups in the community.

The strategic objectives to achieve the above-mentioned future libraries are (a) creating economically sustainable models of libraries with a high social impact for communities in need, (b) redesigning the role of librarians as representatives of social change and social entrepreneurship and (c) adopting an entrepreneurial spirit using libraries as breeding place for social change.

In this context, entrepreneurship is becoming very much essential in libraries. The importance of enterprise has turned into everything except synonymous with the execution of computer/advanced innovation and simply market-driven activities, in the desire that this Solve.Care of library benefit issues and some way or another, create money or legitimize financing. Simplistic and shortsighted reasoning displaces any thought of long-term activities which may better guarantee the acceptability and survival of libraries.

Librarians apply a lot of Library Science to the work they do. Today's libraries can directly address some of the most pressing issues in digital age such as services to older adults, new immigrants, children, homeless people, teenagers, technology training, job readiness etc. Libraries are providing small businesses with startup resources and training as well as providing competitive intelligence to entrepreneurs.

1. Networked within the society

Most, if not all, libraries have made conditions that encourage enterprise. These are not constrained to business enterprise preparing classes, experiential learning, and sharing of assets. Being open establishments, libraries make associations with legitimate associations or other associated business people that may be of assistance to your business. For example, as a start-up, you should seriously mull over interfacing with an association that has practical experience in subsidizing support. There are numerous financing alternatives accessible you won't have the capacity to discover with only a Google search, librarians can enable you to come down what your best choices are. Although library experts are not in charge of giving guidance, they can associate you to the suitable organizations that can give you assist, help on your inquiry or direct you to a library contact in their system (Small Business Accelerator Program, 2015).

2. Libraries and Entrepreneurs

While delightedly exploring a book 'The Library of the Future' published in 1936, it is marveling at how issues facing public libraries remain the same. One of the core chapters deals with public libraries and its services to business at the local level and how a successful economy depends on relevant information is available for the local businessman. In 2018, the economic landscape and the very nature of work and business are changing at a rapid rate. Startups, Social impact business models, the sharing economy, and entrepreneurship are all being promoted as the new ways to generate new nature of work to library professionals. Public libraries can play a core support role for their communities in this innovation space. The new business world is not all about technology, but it is about tailored design, human-centered services, and high-end products that are all part of the new startup world (Cowell, 2017).

Case Study 1: Dallas Public Library

Library professionals have gained enormous experience favoring readers, improving their learning skills and LIS professionals provide access to the necessary information. Right from olden days, libraries have been considered as the place of self-guided, continuing education and perform as distance learning. This notion of association, teamwork and learning support are most supportive to an entrepreneurial community. The libraries which are almost available everywhere can open and give free access to all residents, provide training and spaces for discussion as LIS professionals are skilled staff who are experts at information retrieval. Hence, Library professionals need to be considered as a personal information business consultant in the today's' and tomorrow's endeavors.

The case study of the Dallas public library can be considered to validate the above statement. The Dallas open library would like to accomplish its objective of building a comprehensive entrepreneurial network due to its vision and assets. As per the review was taken by the Pew Research Center, 87% of members in US trust that the libraries should or perhaps offer projects and administrations to help private ventures too as opposed to restricting themselves to the scholastic club (Bootstrap Blog, 2016). Henceforth, Dallas open library made an independent venture focus called Dallas BRAIN (Business Resource and Information Network) in 2014. The middle possessed a conspicuous

place in the business and innovation division and in 2015, the OED (Office of Economic Development) proposed an organization that to consolidate OED business bolster assets with the library's physical resources. This cooperation helped them to present new programming and gave private company client support. Both sectors understood the significance of making a center for independent ventures in the library. Library personnel is also a vital asset in supporting small businesses. Library experts have broad experience helping individuals, explain their adapting needs and they encourage to evaluate the fundamental data. Libraries usually have been adverts of independently directed, proceeding with training and execute as open colleges. The way of life of joint effort and taking in their help is a characteristic fit for supporting a comprehensive, entrepreneurial network. The libraries are in every neighborhood, they are open and free to all residents, have training and meeting spaces and they have a skilled staff who are specialists at data disclosure. Thus, librarians can be an individual data business specialist in the present and future ventures (Small Business Accelerator Program, 2015).

Case Study 2: Map Story of Dream Lab

Late in the 1990s in New York City, a research scholar Chris Tucker who is considered as a competitor at Columbia University was conducting the connection between mechanical change and geology. Concurrently, he thought of exploring the creation database for space and time. Considering the intensity of GIS data frameworks, he fabricated an open stage for the creation and sharing of intelligent maps that recounted the stories of social points of interest, verifiable occasions, and statistic patterns. Continuing with this research, he thought that the intelligent and community-oriented nature of this stage would energize the learning procedure. Also, Tucker worked autonomously to understand his vision until the point when he found the Army Corps of Engineers (ACE) in 2012. With ACE's funded project, Tucker recruited Jonathan Marino who one evening meandered into the MLK library after a troublesome day. While quietly referring the writing, Marino came across the library's new 'Dream Lab' collaboration initiative. In 2014, the Dream Lab started operating full-time effectively. The concept of Dream Lab makes it the ideal place for MapStory's everyday tasks. The MLK (Martin Luther King Jr.) Library in Washington, D.C. offers a collaborative space named as the Dream Lab. The facility enabled 3D printers, SMART boards (digital whiteboards), video

conferencing and other work tools. This initiative called the Dream Lab home as Map Story, which is interactive for mapping. The whole intention of Map Story is to provide access to people to open geospatial data to understand the world in a better way. Jonathan Marino, Map-Story's Director acknowledge the library resources which helped him to get this new venture take-off.

Case Study 3: Entrepreneurship in libraries with toys

According to the report by, The Franchising World (2013), a toy is a child's best companion. But buying new toys every month gets hard on one's pocket. Catch a glimpse of toy libraries that offer toys on rent even as the concept is a rewarding business proposition at a low investment. This concept of a toy library was conceived with the help of academic/public library concept wherein this plan was strengthened by adding the suggestions offered by library professionals. Here books are replaced by toys and the concept of libraries remain the same. The collection includes myriad colorful toys, building blocks, puzzles, board games, dolls and soft toys, video games, DVDs, CDs and many more. Some children are fumbling to choose their favorite toy from the racks, while some are riding on the wooden horses with a pride and poise anyone would feel sitting on the real one. Well, this is not a description of a toy shop or a nursery classroom but of a toy library where kids come in as its members and get their favorite toys on rent. Toy libraries are the only solution to the concern of such parents where their children could be exposed to different sorts of games and toys as per their age, requirement, ability, and skills. Toy libraries are equivalent to book libraries where toys could be taken on rent for a week preferably by children who are the main decision-makers about buying toys.

Though the concept of toy libraries has its roots in the west, it has gained quick popularity in tier-I and tier-II cities. But the concept is witnessing growth, especially in the last few years. The Indian toy industry that caters to about all age groups of kids witnessed a robust rise in the recent times mainly due to increasing disposable incomes of parents and rise in the demand for educational toys. Educational toys and other learning aids are also gaining popularity among educated working parents who feel that toys perform an essential role in their children's development. But purchasing toys every time according to the aptitude of the child and the right age is a way too steep for parents when their kids have just learned to identify colors and shapes.

Chandigarh-based Davinder Malhotra, who has 15 years of experience in the field of education, started her franchise business of toy library by the name of Rent Me Toy. She says: "I saw parents buying toys and then carrying them from place to place. Also, many times parents felt that though they could buy toys, it's of no use as their child played with them only for a week and thereafter these toys became junk. That was the point when I decided to open a toy library to cater to the needs of kids from birth to 8 years of age."

Manisha Shah, Founder, Air Buddies, believes: "With the rising inflation every year, parents cannot fulfill the demands of their growing children for toys and games. The idea of fulfilling the demand for the right toy for the right age of children gave me the inspiration to commence a toy library franchise. Our libraries provide membership to parents after which they can get toys on rent for a week or two and can get it exchanged with others. The concept of renting toys gives them the options for a variety of toys while helping in the development of their children without any additional monthly burden on their pockets."

Another brand Kids Gurukul is among the early players in this sector. According to the brand, the rising prices of toys and the lack of storage space in apartments are two of the main reasons behind the popularity of toy libraries. Kids Gurukul has libraries in Delhi and NCR and is set to spread its footprints across India via franchising.

However, Neeta Verma, Founder of online toy library, Rentoy.in, feels: "Franchising is a completely hassle-free way to get started faster on an entrepreneurial journey in a structured way. At Rentoy.in, we empower our franchise partners in multiple ways to make it convenient and focused on standardizing the operating procedure. We offer both online and offline models, which make it convenient for housewives to depend on their availability."

Case Study 4: Drexel University and University of Pennsylvania

Drexel University and University of Pennsylvania STEM libraries teamed up with the expert society IEEE to compose a workshop featuring the part of grounds data assets in engaging business people. The workshop was composed in a board talk design, including innovation exchange experts, curators from the two organizations, and cases of fruitful pioneers and business people. This considered dynamic connection and systems administration with the specialists. As a pilot venture, this board did not have a motion segment. In any case, we suggest that occasions of this nature incorporate an action for understudies to instantly execute thoughts that rose amid the talk, and advance gathering of people communication. We offer a few proposals for exercises that could fit inside 60 minutes and-half to the two-hour time window. A facilitator could read 'questionable/intense articulations' on advancement and business and have the gathering of people stand up and adjust themselves along a range from 'absolutely concur' to 'thoroughly oppose this idea'. The facilitator would then welcome the sharing of viewpoints along the range, to connect with the gathering in social learning development. Understudies could be asked to breakout into little gatherings and specialty pitches on compact whiteboards, and a facilitator would welcome a couple of gatherings to pitch the crowd on their thoughts for new businesses. As the Harvard training strategist Tony Wagner expresses "The world couldn't care less what you know, it thinks about what you can do with what you know". There is a clear open door for college libraries to shape associations to build up another layer of encounters concentrated on business that go past substance conveyance. The work thus mirrors a cooperative organization between two colleges and a noteworthy expert society. Libraries are transdisciplinary spaces that advance connection and joint effort. We are investigating approaches to take advantage of this premium – including a take after on board made altogether out of understudy and late graduate businesspeople close by speakers from enterprises, and rivalries that activity entrepreneurial reasoning.

Case Study 5: University of Trinidad and Tobago (UTT)

The entrepreneurial model of college education is available in numerous advanced education organizations all around the world. At this point when the University of Trinidad and Tobago (UTT) was built up in 2004, this model was connected. As one of the primary encouraging groups of people guide in the conveyance of educating and the direct of research, UTT Libraries needs to go past the arrangement of conventional gathering advancement, bibliographic guideline, reference work and archive conveyance administrations, with a specific end goal to assist the University with achieving its entrepreneurial mission.

An entrepreneurial college can be depicted as a "model that consolidates the extra part of the commercialization of learning and dynamic commitment to the improvement of private endeavors in the neighborhood

and territorial economy" (Wong, Ho & Singh, 2007). The University of Trinidad and Tobago (UTT) is the main entrepreneurial college in Trinidad and Tobago. The University's entrepreneurial concentration is shown through its program contributions and the horde exercises in which it is locked in. To enable UTT to accomplish its main goal, UTT Libraries is commanded to convey more than the arrangement of data bolster through the customary gathering improvement, bibliographic guideline, reference and archive conveyance administrations. UTT Libraries needs to give benefits that are much the same as those offered by libraries that help business colleges with an entrepreneurial core interest. Openings exist for UTT Libraries to take part in key activities to help the entrepreneurial mission of the University.

CONCLUSION

While analyzing the above case studies, one can make a conclusion that the different roles of the libraries are important for different members of society. Fulfilling the needs and demands of entrepreneurs are need-of-the-day for a library professional to prove his/her existence in the society and hence this new venture is becoming the model of mutual benefit. Library professionals are doing many social activities to promote peace, tolerance, and the public good. Libraries have a unique role to play in disseminating knowledge and offers new possibilities to do this. The role of the library professionals is very vital in information literacy skills development, technological changes, economic changes, political changes, libraries and citizen empowerment, democracy, and e-government. Therefore, libraries and librarians essentially should become social activists to bring social change. Thus, libraries are really contributing at large extent to transform an individual and society.

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