

University of Nebraska - Lincoln
DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

Summer 5-22-2019

Role and support of libraries towards India's start-up and stand-up entrepreneurship movement program

Susanta Kumar Khuntia
susanta106@gmail.com

Manoj Mishra
mishra_manoj75@rediffmail.com

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>

 Part of the [Library and Information Science Commons](#)

Khuntia, Susanta Kumar and Mishra, Manoj, "Role and support of libraries towards India's start-up and stand-up entrepreneurship movement program" (2019). *Library Philosophy and Practice (e-journal)*. 2975.
<https://digitalcommons.unl.edu/libphilprac/2975>

Role and support of libraries towards India's start-up and stand-up entrepreneurship movement program.

S. K. Khuntia¹

Manoj Mishra^{2*}

Abstract:

Now a day's India is one of the major markets in the world which is still achieved common growth in both print and digital media. It's start-up and stand-up movement campaigning program is based on the major action plan aimed for promoting sufficient bank finance towards a new start-up ventures to boost and generate entrepreneurship and also to promote start-ups with much more job creation facilities. Start-up India should be coincident with public libraries and will also provide the supporting infrastructures like; accessories, equipments, computer peripherals with good amenities and well accommodation for reading and learning facilities for users in both indoor and outdoor of school and colleges through both online and offline mode. All Public libraries could do the same in a start-up economy and play a major vital role with sufficient beneficiary assets for users to develop knowledge, education and will gain certain creativity power through start-up and stand-up India movement programs.

Keywords: Start-up, Stand-up, Skill Development, Entrepreneurship, Network Guru, Resources

¹ Junior Librarian
IMS & SUM Hospital
Siksha 'O' Anusandhan Deemed to be University
Bhubaneswar, Odisha, India

^{2*} Corresponding Author
Dr. Manoj Mishra
Asst. Librarian
IMS & SUM Hospital
Siksha 'O' Anusandhan Deemed to be University
Bhubaneswar, Odisha, India

Introduction:

Start-up and stand-up India concept is nothing but creating prosperity aspiration of India. This campaign was first announced by our honorable prime minister “Narendra Modi” in 15th August 2015. Start-up and stand-up is the government of India’s flagship initiative, helpful and one prime innovation to build entrepreneurs in different fields. Many enterprising people who have dreams to built up or set up their own business start-ups due to lack of the same resources is also helpful to do so. As a result, their ideas, talents, efficiency and capabilities will remain unchanged and the nation moves forward with a step ahead on wealth creation, economic growth and employment. In the age of digital library with e-books, e-journals, the local library has played a primary host of the pre-Internet provider for the peoples in the society. As the web evolved, libraries and their entire community system may provide the power of data transmission through skilled research personnel by help of trained library professionals. While major entrepreneurs may not focus towards the combined programs, the existing libraries can be used as a source to boost their business organization in right way. Every library professional believes that each library can be one of the best facilities available in all respective subject fields by start-up movement technology sector. The leading libraries are the topmost resource center for those technical entrepreneurs working in the research and development fields. All research information on patents and trademarks, market intelligence, supply chain management systems, etc. are made through digital search engines, but everybody will get better output when in touch with a skilled librarian.

Libraries also have the primary information hub and will be completely accessible to all hidden websites, which gives better competitive advantages to the technical entrepreneurs as per need. All business librarians are also known as networking gurus, they are capable to connect students, users not only towards books, journals, articles and online resources, but also to the people of those working in business organization sectors successfully. As the business entrepreneurs are everywhere looking for their business knowledge, policy and may require physical place where to introduce their own start-ups smoothly. Meanwhile libraries are to be associated with the traditional work product like in paper format of books, journals and many more. But these are also happening to have just about everything in 21st century for innovators or researchers; they could need Internet access, sufficient work space, requisite reference materials with some professional guidance from a well setup library. All participating libraries will work as host and dedicated to co-working spaces for this program as well as both formal and informal mentoring of classes from the universities based on start-up resources throughout India. The self dedicated librarians will be trained and to be skilled accordingly by their respective institution or university, which helps to deliver the authentic materials and will be more helpful to fulfill the objectives perfectly in a proper way.

Role of Start-up India Library:

Each and every academic and public libraries aims to support and enhance the entrepreneurial ecosystem throughout India by help of start-up programs. Library professionals may invite entrepreneurs, scientific researchers, technological innovators, IP & technology field professionals and many joint venture investors to take advantages for their own collection of books, periodicals, reports and research oriented services in form of print or electronic formats. The start-up process would allow users or customers to order through online and perhaps library service provider would pick up and deliver the requisite materials at the proper destination. Web based online library for this matter is a good concept and ideas for regular readers from business point of view. The total cost of acquiring customers and their cost of delivery will play a major role by implementing new start-up and stand-up mechanism theory.

There would be some minimum order policy to make it work on progress and of course driving long term memberships and managing the inventory policy of popular and rare books to meet the demand of users as per their need and purpose. It will be happen through business interest groups, like passionate readers who can propagate and sharing ideas regularly between library and users. There are a lot of people who have many doubts regarding the functionality of such Libraries with their role, support and to extend their co-operation, co-ordination towards progress and how it will work properly in the society as per users need.

1. The necessary website behaves like as any e-commerce portal available in web; everybody can browse any type of books, journals and other related documents and may place order.
2. Make payment of the books, journals with supporting materials in pre-paid or post-paid modes.
3. Payment includes an initial base price and with an actual rent price (subject to change). Rent price is the actual price and to be imposed or charged.
4. Best part is shipping and pick-up is free but there is some nominal fee for an order of very less price according to purchase.
5. Read and enjoy. Feedback must be needed for encourage and enhancing the total system and procedures.

The most important trend is only based on the role of educational institutions among India's developing entrepreneurial competencies. Greater and major emphasis has been carried on in recent strategies for the benefits of entrepreneurial system and will be focused on technical education at the universities level, forecast the self confidence among students and researchers to make and convert their creative ideas into reality. The start-up program ecosystem growth has also put together by faculty members and as well as students of concerned universities or institutions of India to join with their own start-up and stand-up

ventures. The government of India has contributed the most significant risk funding to promote students in an entrepreneurial spirit with adequate technologies properly throughout India. The start-up system will have to demonstrate for the potential entrepreneurs to create an advanced technologies and fascinating all supported service delivery mechanisms as well. The government of India is almost equally involved to promote the start-up and stand-up culture by way of risk funding and it should be specially designed for the highly effective policy framework process towards the start-up and stand-up movements.

Support of Start-up India Library:

The initiation of start-up campaign in India is globally appreciated and received huge support and attempt to bring start-ups to the forefront of its growth history. The basic aim of this program is to drag the attention of entrepreneurs to think seriously and sort out their business problems with short span of time and empowers the business people with a strong ecosystem mechanism to support their creativity and growth power of knowledge. Start-up India is a scheme of revolutions of India that has been started to help peoples who wants to start their own start-up business with financial support. Those peoples have some knowledge, ideas and certain capabilities to do so far, the government will support them to carry out their own business and make sure that, they can implement their own ideas and try to achieve the goal successfully. After the success of this scheme it will eventually and gradually make India towards a better economy with a strong nation among all leading countries all over the world.

Students who have owned the start-ups will be started one and to contribute their own efforts towards market expansion policy and more job creation facility for the society. Most of the students who want to own their start-ups will have to acquire some knowledge from requisite technical parameters, basic need of fundamental courses instead of other general studies or from social science aspects or disciplines. Recently, some technology and entrepreneurship development institutions have adopted few technical courses that designed to support start-up policies, rules and other beneficiaries for the students venture in their own institution campuses. This could be done by developing an ideal entrepreneurial ecosystem and promotes for a strong inter-institutional partnership modes among all technical institutions or universities in India and abroad for the said purpose.

It will support, help and create a larger number of student-driven on-campus as well as off-campus start-up programs. It will be added in the subject field of economic, social science with some other social values to achieve the goals. The following mentioned below strategies should be applied:

1. Teaching students, encouraging them to take up entrepreneurship as a preferred career based choice.
2. Preparing students for successful launching of their own start-up and stand-ups in India.

3. Re-orienting academic curriculum and pedagogy with a strong focus on Start-ups.
4. Providing customized teaching and training materials to them in pre start-up and stand-up activities.
5. Inner capability for building programs and shown activities for faculty as well as trainers.
6. Mentoring start-up and stand-up programs to become more sustainable.

Impact of Education through Libraries by Start-up, Stand-up India Programme:

Start-up and stand-up India has initiated to build start-ups, stand-ups with nurture innovations. By this initiative government has plans to empower all start-up, stand-up ventures to enhance entrepreneurship program, economic growth and self employment progress in India. Start-up, stand-up program is one of the creating prosperity of India by which many enterprising peoples will get success and those who plans for starting their own business set up due to lack of the resources. It results that own creative ideas, self talent and own capabilities remain unchanged when the country loses out on wealth and Job creation, economic growth rate and basically employability in industry based employment or in Job sector.

Start-up and stand-up India initiative program will help and encouraged to boost entrepreneurship and economic development by ensuring those peoples who have the basic potential ability to carry on and to start their own ventures with all facilities, supports and incentives from governments in multiple levels. Start-up and stand-up is one of the revolutionary scheme of India which has been started to help and for upliftment of those peoples who have interested to set-up their own start-up business. They have some innovative ideas and self capabilities to do easily and smoothly. India government will provide them all kind of physical, moral and financial support and assistance towards the programs by which they will implement their best ideas to grow and running successfully of their projects. These schemes will success eventually and also help India for economic development and become more powerful among other countries.

Entrepreneurship, start-up and stand-up activities in India have not only grown significantly in specific numbers and geographically order circulation but also in terms of creating a dynamic support system to enhance entrepreneurship, field of innovation, self employment and Job creation by skill development program through library education programs. The most common trend is that, all educational institutions in India are going to be playing an important vital role for entrepreneurial development competency and includes entrepreneurship as a core subject in the field of business, education and economy. Many development activities of the Indian start-up and stand-up ecosystem process for the entrepreneurs because of prevailing social conventions regarding technical education, career based choices, economies and relative difficulties of doing business in India. Introduced entrepreneurs by help of start-up and stand-up at an earlier

stage and that can be challenge at every curiosity, creativity and innovation power of the students with a strong educational system and it will be supported by the libraries across India.

Challenges, Opportunities and Benefits of Start-up and Stand-up Program:

Indian start-up and stand-up industry is one of the up-swing activities since last few years with multiple global investors in India. The government of India is to provide the best start-up and stand-up opportunities to grow and glow in the market. The government of India has also taken challenges according to government policies, hidden inner talents, funding and process of globalizations. The live connectivity of start-up and stand-up program will connect bright students with supporting hands, elements with best moods from IT sectors in all technical and science colleges of India having some talents, capabilities to enhance India's growth rate positively. The start-up ecosystem movement will develop rapidly and will be fueled by the India's youth with a great energy and innovation with creativity. It will embrace positively in both rural and urban India movement. The program initiative will not only followed to be just about the IT or digital world, but also it will be an effort to assist those people who have willing to start their own new start-up ventures, especially those are involved with innovation movement, by which start-up and stand-up India campaign will brought many more new opportunities for the youth in future for a better carrier.

Conclusion:

All Libraries can act as a catalyst and will be played an important role between research scholars, technical or non technical students and entrepreneurs for the movement of the start-up and stand-ups. Academic libraries will play a direct role in supporting to the next generation of entrepreneurship program and will also provide start-up oriented students and peoples of India to get their own start-ups or initiatives. The primary work should be done through the modernization of all library activities basically space management, library infrastructure developments, proper amenities with digital form of all supporting documents to be required and will be supported towards scientific innovation technologies. In addition to the entrepreneurial system, the library and information science (LIS) students and professionals should look out that project and will do this work beyond or along with the library tasks. The knowledge and skills that they acquire in the classroom should be exactly matched to those start-up companies who needs and want to hires or taken over all respective subject fields.

Library is a medium for the current exchange of ideas between students and entrepreneurs towards start-up and stand-up India entrepreneurship program. All academic as well as public libraries will also be provided employment opportunity and will be act as training centers. The overall flagship initiative of the government of India towards start-up and stand-up program is intended to build a strong nation with a powerful eco-

system by nurturing innovation with new start-ups in the country, which will be driven away more and more sustainable economic growth and will be generate huge possibilities of employment opportunities in India. By this initiative the government has to be planned, keeps focus and certain aims towards empower all business start-ups to grown-up with proper innovations, modules and specific designs for ever through libraries all over India.

Bibliography:

1. <https://www.citylab.com/life/2013/02/why-libraries-should-be-next-great-startup-incubators>
2. https://en.wikipedia.org/wiki/Startup_India
3. <http://www.businessnewsdaily.com/6359-library-as-startup-resource>
4. <http://www.vcenterlibrary.org/>
5. <https://www.quora.com/What-do-you-think-about-an-online-library-as-a-business-idea-in-Bangalore-India>
6. <http://www.aicte-india.org/downloads/Startup%20Policy.pdf>
7. <https://www.ibef.org/economy/startup-india>
8. <http://www.universityworldnews.com/article.php?>
9. <https://swarajyamag.com/smart-cities/why-indias-smart-cities-need-smart-public-libraries>
10. www.financialexpress.com > Industry
11. <https://www.tandfonline.com>
12. <https://play.google.com/store/apps/details?id=com.startupindia&hl=en>