

Seminar on Competitive Intelligence

25th May 2012

2.30 – 5.30 pm

Lecture Hall, Tata Memorial Hospital, Mumbai

A Report

A half day seminar was organized by Digital Library, Tata Memorial Hospital (TMH), Mumbai, under the aegis of Special Library Association (Asian Chapter) on 25th May 2012. The Seminar was hosted by TMH. The seminar though planned at a very short notice received good response from not only the library and information science professionals from various libraries of Mumbai, but the seminar was also attended by the scientists, clinicians and non technical staff of the hospital and few others from neighbouring institutes.

The seminar started with a registration of participants.

The program

- Introduction to topic and speakers of the day – Medha Joshi
- Competitive Intelligence : A Tool in Information Analytics - Ms. Shobha Kulkarni, Dy.Librarian, IIT-Powai, Mumbai
- Introduction to Competitive Intelligence - Ms. Varsha Chitale, Director, Valuenotes Ltd, Pune
- Competitive Intelligence – Role of Corporate Libraries - Ms. Anujaa Navratna, Manager, Library & Knowledge Management Services, Crisil, Mumbai
- Summarization and competitive intelligence - Ms. Anita Pujari, GM, DNA Research, Archives and Syndication, Mumbai
- A brief on SLA activities – Medha Joshi, Head Dept of Lib Sc TMH & President – Elect, SLA (Asian Chapter)

Total participants – 71 (Excluding 6 TMH Lib Professionals and 4 Invited Speakers) participants included Librarians from Corporate / Business Houses, Colleges, Hospital and Special Libraries, The Seminar was also well attended by Clinicians, Scientist, Management students, Nursing, Professionals and Publishers.

Introduction

Medha Joshi provided a short introduction to the seminar topic. She also welcomed the speakers and introduced them to the audiences.

The seminar began with an introductory talk by Ms Shobha Kulkarni, Deputy Librarian IIT, Powai, Mumbai. She introduced to the audience, the theoretical aspects of CI and further explained its relevance to librarianship. Her talk charted similarities within library services, in terms of reference service, search and retrieval and analysis, explaining in detail the steps to provide CI to the decision makers. While emphasising on information gathering, integrating information needs of end users she concluded that adapting to IT changes, observations of user needs and discussions are essential to implement CI.

The chief speaker, Ms. Varsha Chitale, Director, Valuenotes Ltd, Pune, spoke at length about competitive intelligence. With rich experience in market research and her activity in supporting CI to her clientele, the talk on CI was an enriching experience for all.

Defining CI as actionable intelligence, she compared CI and its process to jigsaw puzzle. Her talk was illustrated with wide range of example from different types of industries to emphasize upon value addition CI has to decision making and future prospect of an organization by minimizing risks and maximizing opportunities. She also touched upon the barriers and ethics in CI process and its implementation.

Ms. Anujaa Navratna, Manager, Library & Knowledge Management Services, Crisil, Mumbai, shared her experiences at Crisil with the audience. She briefly described their services, which supported activities for decision making. She cited examples of newsletters, case reports, etc. that helped in gathering information and at arriving decisions.

The CI seminar was aptly summed up by Ms. Anita Pujari, GM, DNA Research, Archives and Syndication, Mumbai. Her experience with CI in media libraries showcased another aspect and importance of CI. A comparison of market shares of leading news paper in Mumbai was depicted using Graphical presentation and illustrations and using this information, she described how decisions can be arrived at.

An interactive Q & A session followed where several questions based on confidentiality and validity; issues on information collected through interviews; need for factual information and its use in CI; sharing CI while industry acquisition and mergers; some queries related to pharmaceutical and healthcare industries were also discussed.

Medha Joshi presented an introduction to Special Library Association (SLA) and the SLA Asian Chapter. She appealed to the audiences to join SLA (Asian Chapter) and actively participate. The seminar ended with a vote of thanks to the speakers and the participants.

Submitted by

Dr Medha Joshi
Head, Dept of Lib Scs.