Frugal Innovation: Doing More (and Better) with Less

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“Sustainable and Healthy Food Production”
March 21, 2024
Unique Features of Indian Innovators

Frugal

Flexible

Inclusive
Thinking Outside the (Ice) Box

Source: http://gizmodo.com

Source: http://www.mitticool.in/
Thinking Outside the (Hot) Box
Jugaad Innovation

The art of overcoming harsh constraints by improvising an effective solution using limited resources

*Gambiara or jeitinho* in Brazil

*Kanju* in Africa

*Jiejian Chuangxin* in China

*Do-it-yourself (DIY)* in the US

*Systeme D* in France
Social Entrepreneurs
Mansukh Bhai’s MittiCool Fridge

Miticool – Village Fridge
Innovator:
Mansukh Prajapati
Gujarat

It is a fridge made from special clay. It has three chambers, one just for cooling water. It requires no electricity and is a perfect solution for rural areas.
SELCO Solar

SELCO Solar Pvt. Ltd, a social enterprise established in 1995, provides sustainable energy solutions and services to under-served households and businesses. It was conceived in an effort to dispel three myths associated with sustainable technology and the rural sector as a target customer base:

1) Poor people cannot afford sustainable technologies;
2) Poor people cannot maintain sustainable technologies;
3) Social ventures cannot be run as commercial entities.

SELCO aims to empower its customer by providing a complete package of product, service and consumer financing through gramenna banks, cooperative societies, commercial banks and micro-finance institutions.
Large Organisations
The Nokia 1100

Specifically for emerging markets:

Dustproof keypad and front face

Built-in flashlight

Over 200 million sold since late 2003

World's best selling handset and consumer electronics device
Doing More (and Better) with Less
Selling Solar Lighting Solutions

Photo: M-KOPA
“If I had known timely and accurate information about the price of mustard in Latur market, I would have made 40% more money.”

“Heavy rains decayed my coffee berries. Had I known this in advance, I would have harvested early and reduced my heavy financial loss.”

“I get a very poor price for my crop. I do not trust my buyer. I take my produce to the market and have to accept his money. I am not treated with respect.”

Source: Omkar Joshi, Reuters
RML provides accurate, relevant and customized information that impacts customers livelihood and productivity through mobile phones.

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<tr>
<th>Local Spot Prices</th>
<th>Local Weather</th>
<th>Crop related news</th>
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<tr>
<td><strong>Tiruppur (Rank 1)</strong></td>
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<td>اه: 3456, ك: 1234, ا: 2345, Acquisition: 1000</td>
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Local Weather:

- **Nagpur**
  - 12/12: क: 23°C, कक: 18°C, पाऊस: 2mm, शक्यता: 2%
- **Nagpur**
  - 13/12: क: 23°C, कक: 18°C, पाऊस: 2mm, शक्यता: 2%

Crop related news:

- मक्याच्या आवकीत वाढ. मात्र पोल्ट्री व स्टार्च उद्योगांकडून मागणी कमी. दरात घट. राज्यात दर प्र. किंव. ६९० ते ७५० रू. दरम्यान.
Frugal Innovation in the West
The Rise of the « Frugal Economy »
The Maker Movement
Eben Upton and the Raspberry Pi

Source: The Guardian
Frugal Agriculture: gThrive
How Can Large Firms do Frugal Innovation?
“By 2020 I want to double our company’s revenues while reducing its environmental impact by 50%.”

Paul Polman, CEO, Unilever
Conclusions
Conclusion

The world needs frugal, flexible, and inclusive innovation

Developed economies can gain by engaging with developing economies and vice versa

Large and small organisations can work together to improve lives everywhere
Thank You!