

Frugal Innovation: Doing More (and Better) with Less

Jaideep Prabhu

“Sustainable and Healthy Food Production”
March 21, 2024

Unique Features of Indian Innovators

Frugal

Flexible

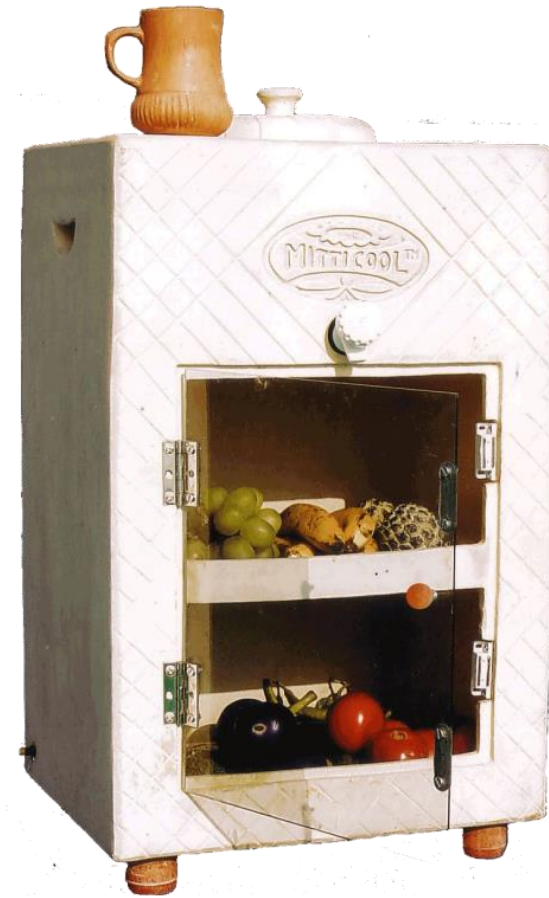
Inclusive



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

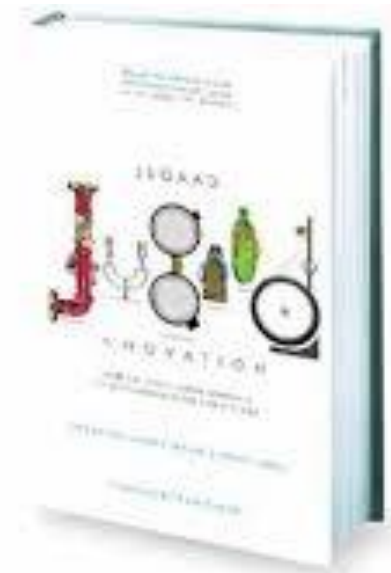
Gambiarra or *jeitinho* in Brazil

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



Harish Hande and SELCO

SELCO



SELCO SOLAR

Posted On: April 16, 2009
Posted In:

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 grameena banks, cooperative societies, commercial banks and micro-finance institutions.



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sustainable energy

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Course Information:
SELCO Case Study #126
Logged in as: honorstudent
Logged into Classroom:

Faculty:
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Learners:
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J. Kibira
S. Ahuja
A. Betker



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



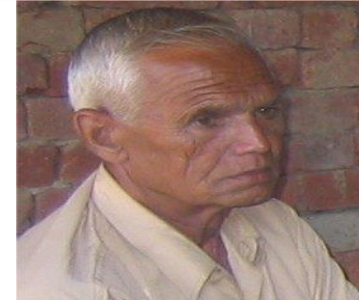
Selling Solar Lighting Solutions



Photo: M-KOPA

Reuters Market Light: The Pain

*“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**.”*



Reuters Market Light: The Solution

RML provides accurate, relevant and customized **information** that impacts customers **livelihood** and **productivity** through mobile phones

Local Spot Prices

तुर (दर्जा 1)
हिगणघाट -
क:3456,कि :1234,औ:2345,आवक:1000
लातूर -
क:3456,कि :1234,औ:2345,आवक:1000
अमरावती -
क:3456,कि :1234,औ:2345,आवक:1000
नागपूर -
क:3456,कि :1234,औ:2345,आवक:1000

Local Weather

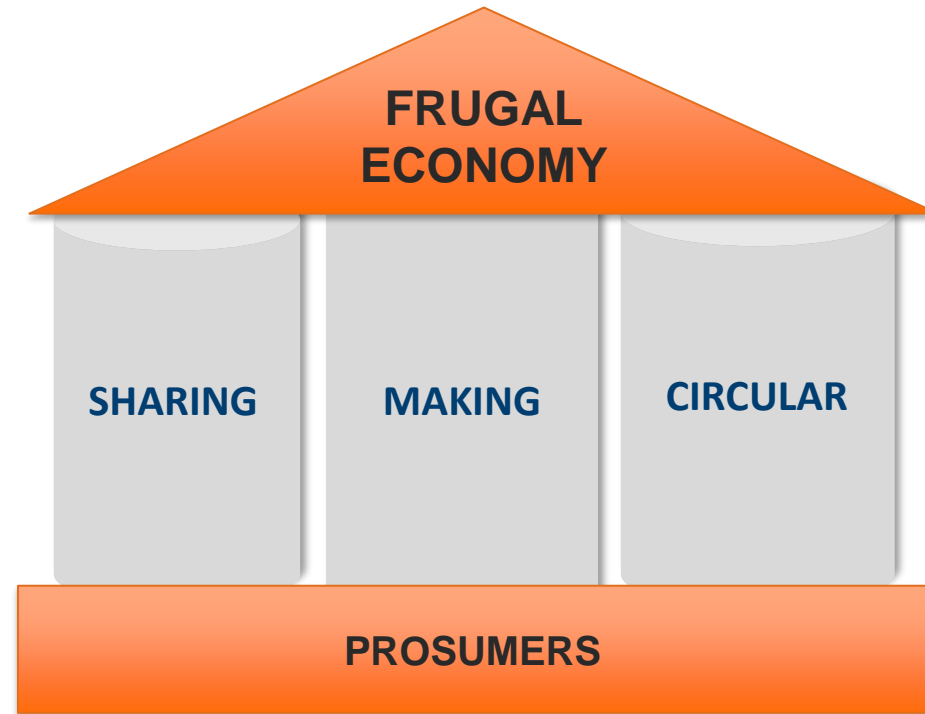
हवामान
नागपूर
12/12- क:
23°C,कि:18°C,पाऊस:2mm,शक्य
ता:2%
13/12- क: 23°C,
कि:18°C,पाऊस:2mm,शक्यता:2%

Crop related news

मक्याच्या आवकीत वाढ.
मात्र पोल्ट्री व स्टार्च
उद्योगाकडून
मागणी कमी. दरात घट.
राज्यात दर प्र. किवं. ६९०
ते ७५० रु. दरम्यान.

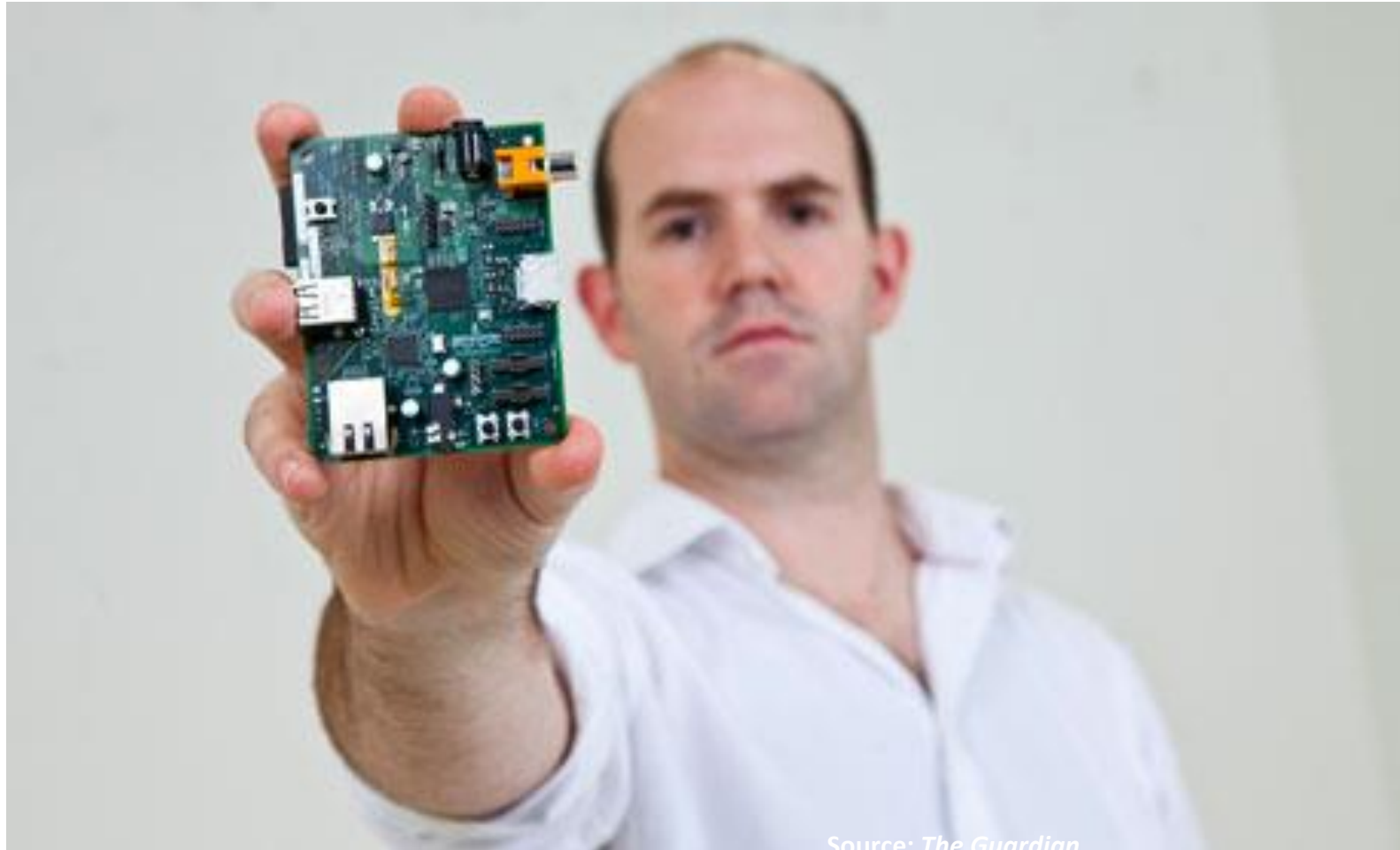
Frugal Innovation in the West

The Rise of the « Frugal Economy »



The Maker Movement

Eben Upton and the Raspberry Pi



Source: *The Guardian*

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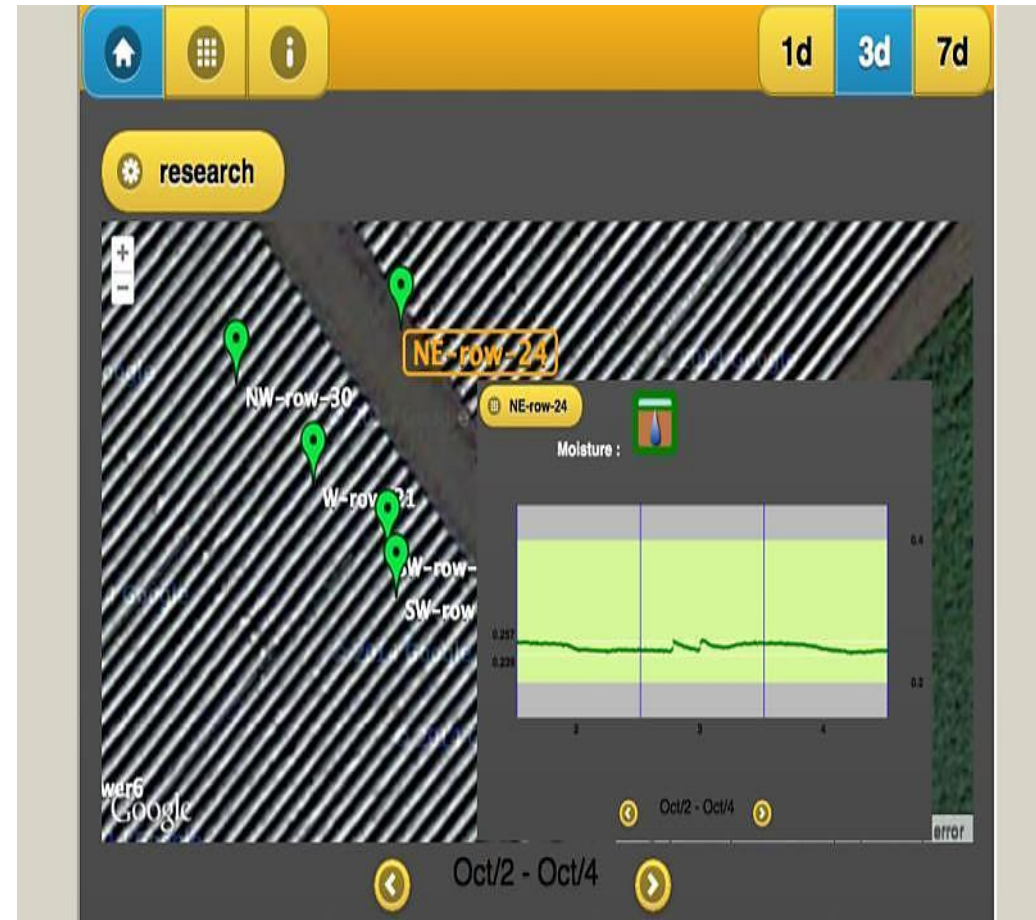
stay in touch



Promo Code?



Frugal Agriculture: gThrive



How Can Large Firms do Frugal Innovation?

The
Economist

From the authors of the ground-breaking bestseller
JUGAAD INNOVATION



INNOVATION

HOW TO DO BETTER
WITH LESS

NAVI RADJOU and JAIDEEP PRABHU

Foreword by PAUL POLMAN, CEO, Unilever



UNIVERSITY OF
CAMBRIDGE
Judge Business School

3) Create Sustainable Solutions: Unilever

“ By 2020 I want to double our company’s revenues while reducing its environmental impact by 50% ”



Source: upload.wikimedia.org

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!

