

# IIC ONLINE YOUTUBE SESSION (16)

Organised by MHRD Innovation Cell

## Speaker's name with Designation:-

Dr. Raman Gujral- Professor, EDII, Ahmedabad, Gujarat

## Topic of the Session:-

Frugal Innovations and Social Entrepreneurship ([Link for the session](#))

**YouTube channel's link:-** [MHRD Innovation Cell's YouTube channel](#)

**Date:-** 21.05.2020

**Time:-** 3:00 PM to 4:00 PM

## Participants from JU:-

Dibyangana Misra, Akriti Jain, Ananya Banerjee, Ayush Pareek,

## Snapshots from the session:



## Innovation

- Involves thinking differently, creatively and insightfully
- Enables solutions/ inventions that have an impact on social and economic value
- Fulfills unmet needs, not met by conventional products/processes/ institutional forms
- Moving beyond R&D to mean new applications of old technologies, new processes & structures, organisational creativity & more...



RAMON GURRAL



### The World's Top 10 Most Innovative Companies Are Changing

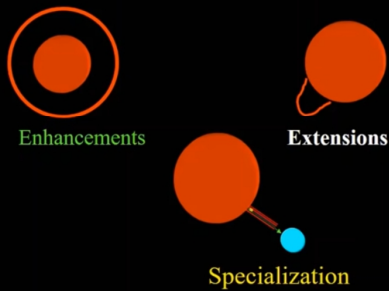
The top 3 for the past 3 years, **Apple, Google, and 3M**, remain unchanged. **Samsung** continues its steady rise for the past 2 years, up to # 4, GE drops to #5, down from #4, **Microsoft** down 1 to #6, **Toyota** up 2 to #7, **P&G** the same, **IBM** down 3 to #9, and **Amazon** joins the top 10 for the first time, bumping Facebook from the list.



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### Enhancement, Extensions and Specializations

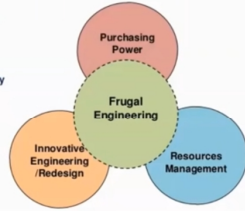


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## Frugal Engineering—achieving more with fewer resources

- Low-cost design.
- Product development efficiency
- Capital efficiency
- Manufacturing simplicity
- Optimizing customer Interface features
- Eliminating non-value adding features



Focus on 'frugal innovation' that produces products and services that are affordable by more people at low levels of income, without compromising quality



RAMAN GUJRAL

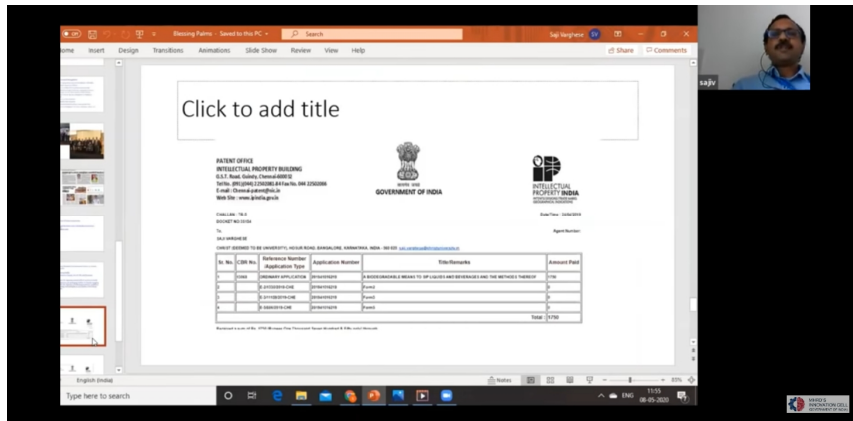


### Biodegradable Drinking Straws from Naturally Dried Fallen Coconut Leaves



RAMAN GUJRAL





### Social Entrepreneurship

“Innovation to create sustainable, scalable solutions to our most pressing social challenges. Working at the intersection of business, nonprofit, and government, social entrepreneurs/social innovators blend models and create mission-driven ventures to effect positive social change.”

**-Tulane University**




**USED TEXTBOOKS FOR SOCIAL CHANGE**



### What is Upcycling? A Simple Definition

Upcycling represents a variety of processes by which “old” products get to be modified and get a second life as they’re turned into a “new” product. In this way, thanks to the mix and aggregation of used materials, components and items, the end result is a “new product” with more value than the original value of the sum of all its components.






**Brief Notes from the Session:-**

TIME STAMP	TOPICS DISCUSSED
00:53	Introducing the audience to Dr. Saji Varghese, a

	social entrepreneur and innovator, who has succeeded in making biodegradable drinking straws from coconut leaves, a patented product that has been recognised globally.
2:25	Introduction to Frugal Engineering and Social Entrepreneurship
6:24	Idea factors that are important for innovation
8:30	Types of innovation: product, service and process
10:00	Risks involved in innovation
12:08	Analysis of Existing Entrepreneurs
14:30	Frugal Engineering Basics
24:16	Dr. Saji talks about his innovation and experience
29:40	Dr. Saji presents "Blessing Palms", his venture, to the audience
44:30	Dr. Saji shows how the machine works through a video clip
47:00	Dr. Saji shows his patent and discusses the need of patenting one's innovation
49:02	Dr. Raman elaborates on Social Entrepreneurship
50:40	Upcycling and it's examples