Inclusive Innovation:
The New Global Agenda

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12 June 2012
INCLUSIVE INNOVATION

Leads to the ‘inclusion’ of the ‘excluded’

Exclusion could be due to

Poverty,
Distance,
Disability,
Migration .............
INNOVATION DICTIONARY & NEW VOCABULARY!

Inclusive Innovation
Frugal Innovation
Gandhian Innovation
Reverse Innovation
MLM
Inclusive Innovation

Getting More (performance)

For Less (cost)

For More (people)

MLM
Innovation’s Holy Grail - MLM

C.K. Prahalad
R.A. Mashelkar

Harvard Business Review - July, August 2010
Special Session
More From Less For More
16 Nov 2010
WHY INCLUSIVE INNOVATION?

Nations
Inclusive economic growth
Eliminate social disharmony
Key to achieving MDGs

Enterprises
The next billion market
The Big Challenge!

‘Access Equality Despite Income Inequality’
Income Inequality 1000 : 1 ?

Access Equality 1:1!
Inclusive Innovation is achieved through:

- Technological Innovation
- Business Process Innovation
- Workflow Innovation
- Delivery System Innovation
- Research Process Innovation
- Organizational Innovation
- Grassroots Innovation
- Public Policy Innovation
Inclusive Innovation Ecosystem

- Conducive Govt Policies & Initiatives
- Mindsets- Policy makers, STI community, Business sector, Citizens
- Inclusive Innovation Leaders with a Difference- Public & Private
Conducive Govt Policies and Initiatives

- Policy on mandating institutions to drive the inclusive innovation agenda
- Incentivizing public and private sector to partner in R&D leading to inclusive innovations
- Public procurement, guaranteed off-takes, price subsidy for inclusive innovation products and services
- Targeted funding for inclusive innovation
- Fiscal incentives for inclusive innovation
- National Inclusive Innovation Councils – but Funded and Empowered
Grand Challenges

- Setting ambitious targets to tackle national problems by inviting competitive bids from across the nation & globally

- Delivering game changing solutions!
10000 pamphlets sent across the country

1 July 2000

* Nano-technology applications from drug delivery to solar photo-voltaics
* LCD with two orders of magnitude faster switching times than present devices
* Multifunctional PC within Rs. 10,000 using emerging technologies
* Bio-based carbohydrates as feed stock for chemical industry
* Clinically validated herbal based therapeutics for TB and AIDS
* Indeed any of your dream ideas that can make all the difference

**Multifunctional PC within Rs. 10,000**
Mobilis- $200 Laptop

10 May 2005
$35 Tablet

23 July 2010
New Psoriasis Treatments Cost More Than A House

Main Category: Eczema / Psoriasis
Article Date: 24 Sep 2006 - 0:00 PDT

Recently approved Biologic drug treatments for severe psoriasis cost more than the purchase of an average U.S. house according to a recently published article, The Mor...
Psoriasis Treatment

CSIR India, NMITLI Challenge

- Cost of Treatment: $20000! $100?
- Time for Development: 10 yrs 5 yrs?
- Cost of Development: Few hundred million dollars <$10 mn?
Indian Psoriasis Breakthrough

$ 20,000 to $ 100 !

Before treatment  After treatment
Inclusive Innovation is not about …

Stripping products and services to make them cheap, somehow

Inclusive Innovation is about ………
Giving high quality at affordable prices!
True inclusion of 2.6 billion will demand
Not just “low cost” but “ultra low cost”

This means

Not minor redesigning

But radical rethinking

And creative reinventing
### Indovation: More from Less for Many

<table>
<thead>
<tr>
<th>Products/Services</th>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>$20000</td>
<td>$2500</td>
</tr>
<tr>
<td>Cellphone</td>
<td>$0.08</td>
<td>$0.01</td>
</tr>
<tr>
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<td>Psoriasis Treatment</td>
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<td>Hepatitis B Vaccine</td>
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<td>Cataract Surgery</td>
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<td>$30</td>
</tr>
<tr>
<td>Artificial Foot</td>
<td>$12000</td>
<td>$28</td>
</tr>
</tbody>
</table>
Galvanizing Global Resources for Inclusive Innovation

Global Research Alliance
The GRA – Can call on 9 organisations
6000 scientists for ‘inclusive innovation’.

Battelle
USA

CSIR
India

CSIR
S. Africa

CSIRO
Australia

Danish
Tech.
Institute
Denmark

Fraunhofer
Germany

SIRIM
Malaysia

TNO
Netherlands

VTT
Finland

Global Research for Global Good

WORLD BANK

60,000 Scientists
For decades, GE has sold modified Western products to emerging markets. Now, to preempt the emerging giants, it’s trying the reverse.

How GE Is Disrupting Itself

by Jeffrey R. Immelt, Vijay Govindarajan, and Chris Trimble
1. Inclusive innovation is the key to attaining accelerated and sustainable inclusive growth for the world – it is a true win-win for all!

2. Combination of scarcity and aspiration should continue to be the driver for game changing inclusive innovations.
3. True inclusion of 2.6 billion BOP population will require radical rethinking, bold redesigning and astute reinventing.

4. Non-technological innovations have proven be as game changing as technological, when it comes to inclusive innovation. So drive them with vigour.
5. To fulfill the rising aspirations of millions the agenda has to be on delivering ‘more from less’ and not ‘less from less’

6. The agenda for firms should change from ‘doing well and doing good’ to ‘doing well by doing good’
9. The best global resources, especially the best minds in the world, need to be engaged in inclusive innovation.

10. The Governments around the world have to be a major catalysts, strong facilitators and passionate champions of inclusive innovation.
Global Agenda (5)

MLM,
MLM,
MLM,
MLM,
MLM,
MLM,
MLM ..................
The global scourge of land mines left thousands limbless, and then two gifted Indians developed

The $28 Foot

By Tim Mcgirk
Jaipur Foot Patient
Thank You