

# Global Innovation Conference

## Democratizing Innovation: A Game Changer For Inclusive Growth



(L-R) R Gopalakrishnan, Director, Tata Sons & Conference Chairman; Arun Maitra, Member, Planning Commission; R A Mashedkar, Chairman, National Innovation Foundation, India & Conference Chairman and Rajiv Vastupal, Chairman & MD, Rajlivo Petrochemicals Ltd & President, AIMA



Avinash Vashistha, Chairman-India Geography & CMD, Accenture addressing at the conference

### AIMA-Accenture Research Report findings

Several stakeholders in the Indian economy have been making efforts to democratize innovation in recent years, including governmental bodies, companies, not-for-profit organisations, and research institutions. Yet while many of these ventures have succeeded, they represent individual and isolated efforts, rather than a coordinated and formal approach needed to unlock imagination of 1.2 billion people. This calls for articulation of an action-framework based on a fresh innovation paradigm. The third AIMA Accenture research report on Democratizing Innovation, Making Innovation Growth Driver of Inclusive Growth, provides such a framework called Democratization 2.0. This framework identifies five areas for organisations to engage collaboratively in order to operationalize this paradigm. These five areas of action are: awareness, alliances, authentication, application and approval. Operationalising this new paradigm should establish an ecosystem of credible partners that can help the organisation identify and forge robust alliances with appropriate innovators. Government should establish an open-access database of grass-roots innovations in all national languages, in order to spread greater awareness among the population. Not-for-profit organisations (such as chambers of commerce and management associations) should work with state and central education boards to introduce a detailed curriculum aimed at spurring innovation, as they did for consumer education, with the support of consumer organisations. This report articulates a set of metrics which organisations can utilise to evaluate their performance across various action areas.

## Inclusion through innovation for growth

Innovative practices will lead to inclusive growth only when they are accessible and affordable for one and all, said experts and industry leaders at the 3rd Global Innovation Conference of AIMA

ANU BHAMBHANI

The fact that innovation can lead to inclusive growth is something that has started to dawn on corporate India. For this we need to go to the bottom of the pyramid to be able to tap the talent pool of the people of the world's largest democracy. How this can be done was the idea behind the 3rd Global Innovation Conference organised by All India Management Association (AIMA) at Mumbai from November 22-23 on the theme Democratizing Innovation: A Game Changer for Inclusive Growth. Speaking at the occasion, Arun Maitra, Member, Planning Commission, pointed out that innovation through technology can be seen in the way manufacturers of iPhone and iPads keep winning business battles, but then people can live with these. "What they can't live without is clean water, sanitation, food, etc. This must be the purpose of innovation. There is a need to promote entrepreneurial capitalism and the deepest democracy for growth to be truly inclusive."

ones, one can ensure the reach of the innovation to one and all which will serve the purpose of democratizing innovation." Dr RA Mashedkar, National Research Professor and President, Global Research Alliance and Conference Chairman, in his theme address emphasized, "Today India has three advantages in the form of democracy, demography and technology. These three need to be aligned to let an individual think and innovate and take the idea to all."

R Gopalakrishnan, Director Tata Sons and Conference Chairman, shared, "It is easy to make people learn processes and methods in a formal set up, but it is tough to influence the culture of an organisation through innovation." The occasion also saw the release of AIMA-Accenture Research Report titled Democratizing Innovation. Shedding light on the report, Avinash Vashistha, Chairman and Geography Managing Director, India Accenture, informed, "In our research we found out from the young population of the nation that they are not averse to the idea of innovating by taking risks and they are innovating as well. But it needs to be monitored right." The Director General of AIMA, Rekha Sethi agreed with the speakers that right execution of innovation remains a challenge and

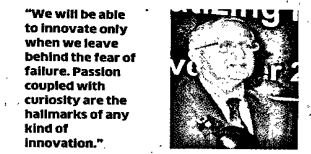
that it is imperative to look at innovation happening at the grassroot level.

Professor Anil K Gupta of IIM Ahmedabad, spoke about the need to acknowledge the innovations of the young innovative minds to encourage them more. Ajay Nanawati, Managing Director, 3M India and Saugata Gupta, CEO (Consumer Products), Marico shared the concept of innovation as followed in their companies and how it is aligned with the grassroot innovation.

Professor Uday Salunkhe, Group Director, Prin L.N. Welingkar Institute of Management Development & Research, pointed out that an innovative spirit needs to be inculcated right from the school time with an emphasis on developing an entrepreneurial spirit. While Arvin Baalu, Director of Engineering (Corporate Research & Development), Hartman International Pvt Ltd delved upon how there is a need to develop coherence between business strategy and innovation strategy, Raghu Gullapalli, Partner (Infrastructure & Transportation Services), Accenture India, shared the findings of the AIMA Accenture research report.

During a session on Democratizing Innovation chaired by Raghav Narsalya, India Lead, Accenture Institute for High Performance, Madhav Chavan, President & CEO, Pratham, Dr Kasim A Mookhtiar, Chief Scientific Officer & Executive VP, Drug Discovery, Advimus Therapeutics Pvt Ltd, shared that the academia, industry and government must work together to make innovation impact a large number of people.

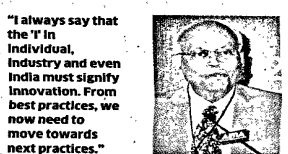
The role of all kinds of media must be harnessed right to make innovation benefit a large number of people was the point that was put forth by Sallil Punalekar, VP-Business Process Services & Cloud-Cognizant Technology Solutions, Anirban Mukherjee, Chief Strategy Officer & Head (Consulting), Future Brands Ltd and Abhijit Avasthi, National Creative Director, Ogilvy in a session chaired by Professor Dhnanjay Keskar, Director IBS, Pune. The three top shortlisted entries of the AIMA Innovation Contest from Butterfly Edufields Pvt Ltd, L&T Hydrocarbon and ITC Hotels, made a presentation in a session chaired by Aash Sarikar, GM (R&D), Deco, Akzo Nobel India Ltd.



R GOPALAKRISHNAN  
Director-Tata Sons and Conference Chairman



ARUN MAIRA  
Member, Planning Commission



DR R A MASHEDKAR  
Chairman, National Innovation Foundation, India & Conference Chairman

### AT THE BOOK LAUNCH



"When the financial meltdown struck the world in 2008, we cut costs, improved our productivity, cut the fat, etc. Today when a similar situation is upon us and when we have already squeezed the lemon dry, how do we deal with this? We innovate"

KUMAR MANGALAM BIRLA  
Chairman, Aditya Birla Group



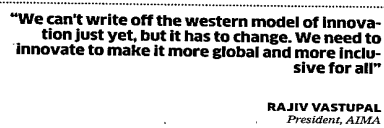
"Consumerism and communication have been the two change agents for India in the last decade. Now to become globally cost competitive, we need to inculcate a spirit of innovation in our DNA"

HARSH GOENKA  
Chairman, RPG Enterprises



"India has the potential to become the global engine of innovation but for this we need to become visible to the world as such an entity. Innovating for the world outside is how we can achieve the aim"

KEWAL HANDA  
Managing Director, Pfizer Ltd



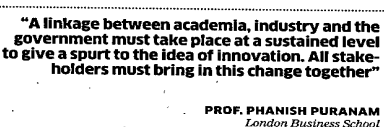
"We can't write off the western model of innovation just yet, but it has to change. We need to innovate to make it more global and more inclusive for all"

RAJIV VASTUPAL  
President, AIMA



"The book finds out that India has the expertise and the ability to think differently, to innovate, but this innovation is invisible. The need is to think and act innovatively to stand out in the world"

PROF. NIRMALYA KUMAR  
London Business School



"A linkage between academia, industry and the government must take place at a sustained level to give a spurt to the idea of innovation. All stakeholders must bring in this change together"

PROF. PHANISH PURANAM  
London Business School

## Democratizing Innovation: A Game Changer For Inclusive Growth



Book release of 'India Inside: The Emerging Innovation Challenge To The West' (L-R) Rekha Sethi, Director General, AIMA; Kewal Handa, Managing Director, Pfizer Ltd; Prof. Nirmalya Kumar, London Business School & Co-author; Harsh Goenka, Chairman, RPG Enterprises; Kumar Mangalam Birla, Chairman, Aditya Birla Group; Prof. Phanish Puranam, London Business School & Co-author and Rajiv Vastupal, Chairman & MD, Rajlivo Petrochemicals Ltd & President, AIMA

## Inside India to change the world

Innovation is the secret of India's growing success and it is this innovation that should make the developed world sit up and take note of, say management experts Prof Nirmalya Kumar and Prof Phanish Puranam

ANU BHAMBHANI

Wake up West to the challenge from the East-this is the call that leading global management thinkers Professor Nirmalya Kumar and Prof Phanish Puranam from London Business School have made in their latest book India Inside: The Emerging Innovation Challenge to the West. The western world has grown by leaps and bounds to be counted as a part of the developed world. However, this complacency now must give way to alertness on their part, for countries like India are on their way to challenge them on the same turf. The celebrated authors have made this fact loud and clear in their book which had a special release organized by All India Management Association (AIMA) at Mumbai on Wednesday. Speaking at the occasion, Guest of Honour Kumar Mangalam Birla, Chairman, Aditya Birla Group, lauded

the content of the book saying, "The financial meltdown affected the world, but India survived it by cutting costs, improving productivity and bouncing back. Today when the world is again staring at a similar slowdown situation, what is the next step? We need to innovate." Pointing at Tata Nano and the Jaipee Foot as probably the only two game changing innovations coming out of India in the past several years, Birla said there is "no other game changing innovation coming from India. The reason I believe is that there is no ecosystem in the country or in an organisation for that matter for innovation to take place. We have to build innovation as part of the agenda of India Inc," he said. Another Guest of Honour Harsh Goenka, Chairman, RPG Enterprises, was of the view that we must innovate to compete globally. Goenka shared, "Innovation will need to come from a combination of people. We need to inculcate the spirit of innovation into our DNA. Books like these help disperse the

idea of innovation throughout India." Kewal Handa, Managing Director, Pfizer Ltd, also a Guest of Honour at the occasion, opined, "The culture of innovation needs to be imbued to grow and progress. Just like when you buy a computer, you look for 'Intel Inside', the world should now look for India Inside. The book doesn't give you answers, but it gives recommendations to MNCs, India Inc and the policymakers on innovation and we need to take them seriously." Commenting on the theme of the book, Rajiv Vastupal, President AIMA, said that the topic of the book is both exciting and controversial. "It is exciting because India is said to emerge as the next global power in the world of business which makes it controversial since the world doesn't seem to be ready yet for this kind of a change." Explaining the thought behind the book, Prof Nirmalya Kumar said, "In his book The World is Flat, Thomas Friedman said that even if manufac-

turing of the world moves to China and services industry moves to India, the West need not worry since it has the expertise. We started off with this premise that the mind behind the expertise is that of Indians. The R&D labs of most of the companies around the world have a great number of Indians. The brain behind that thinking is mostly Indian. But then right now they are working for other companies of the world. They are invisible. All that India needs to do now is become visible as the country that is innovating for the world." Taking the thought further, Prof Phanish Puranam, commented, "For this to become a reality, both individuals and corporates need to take this initiative forward together." Summing up the event, Rekha Sethi, Director General, AIMA, said, "The book is a brilliant piece of research. It makes everyone think of how and what to do to be able to innovate right and be known for it around the world."