



NCL Innovations

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NCL Innovations Seminar Series: 15th Talk

(in partnership with Venture Center)

8 Steps to Innovation: Going from Jugaad to Excellence

by

**Vinay Dabholkar & Rishikesh T
Krishnan**

On

Saturday, 23 March 2013

at 1600 hrs in the
Training Room
Venture Center

100, NCL Innovation Park
National Chemical Laboratory Campus
Dr. Homi Bhabha Road, Pune - 411008

Time Schedule for the book launch:

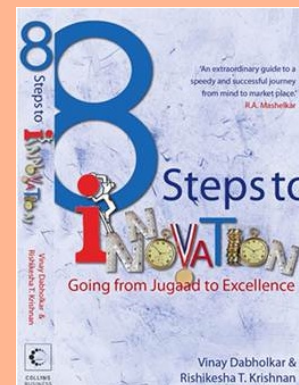
4:00 pm	Welcome - Dr. Premnath
4:05 pm	Rishikesh T Krishnan - Context of the book
4:15 pm	Vinay Dabholkar - Introduction to the book
4:25 pm	Book launch and keynote speech by Dr. Swaminathan Sivaram
4:45 pm	Panel discussion: Panellists (1) Dr. Balu Sarma - Praj Matrix (2) Suhas Kelkar - BMC Software
5:30 pm	Conclusion

Tea shall be served at 3.30 pm at the venue

Register @ <http://jugaad.eventbrite.com>

About the book

Jugaad is old hat. It has done little for India in terms of innovation; India ranks 64th in the Global Innovation Index. In today's globalized market



place it is increasingly difficult to survive with just quick fixes or creative improvisation. Indian companies have no option but to move beyond jugaad towards a more dependable and systematic process of innovation. This book is a "how-to" guide for innovation leaders undertaking this journey.

While the market is crowded with titles on innovation, this book offers a unique eight-step process for creating a systematic innovation capability, which can be transplanted across the board to any business or region. It doesn't assume anything about the size, sector, culture or strategy of your organization, or the leadership style and background of your management. No matter what level your organization is in the innovation chain, you will find this book useful.

The eight steps are built around three key themes. To enhance innovation output, you need to build an idea pipeline; improve the flow of ideas ('improve idea velocity'); and enhance your conversion ratio from ideas to successful innovations ('increase your batting average').

This book uses around fifty stories from India and elsewhere to illustrate the core principles and practices. All you need to benefit from this book is a burning desire to make your organization more innovative.

About the event

Launch of a new book **8 Steps to Innovation: Going from Jugaad to Excellence**

Chief guest : **Dr Sivaram** -"CSIR Bhatnagar Fellow & former Director, NCL" and Panel discussion lead by

Dr. Balu Sarma, CTO, Praj Matrix & **Mr. Suhas Kelkar**, CTO APAC, BMC Software