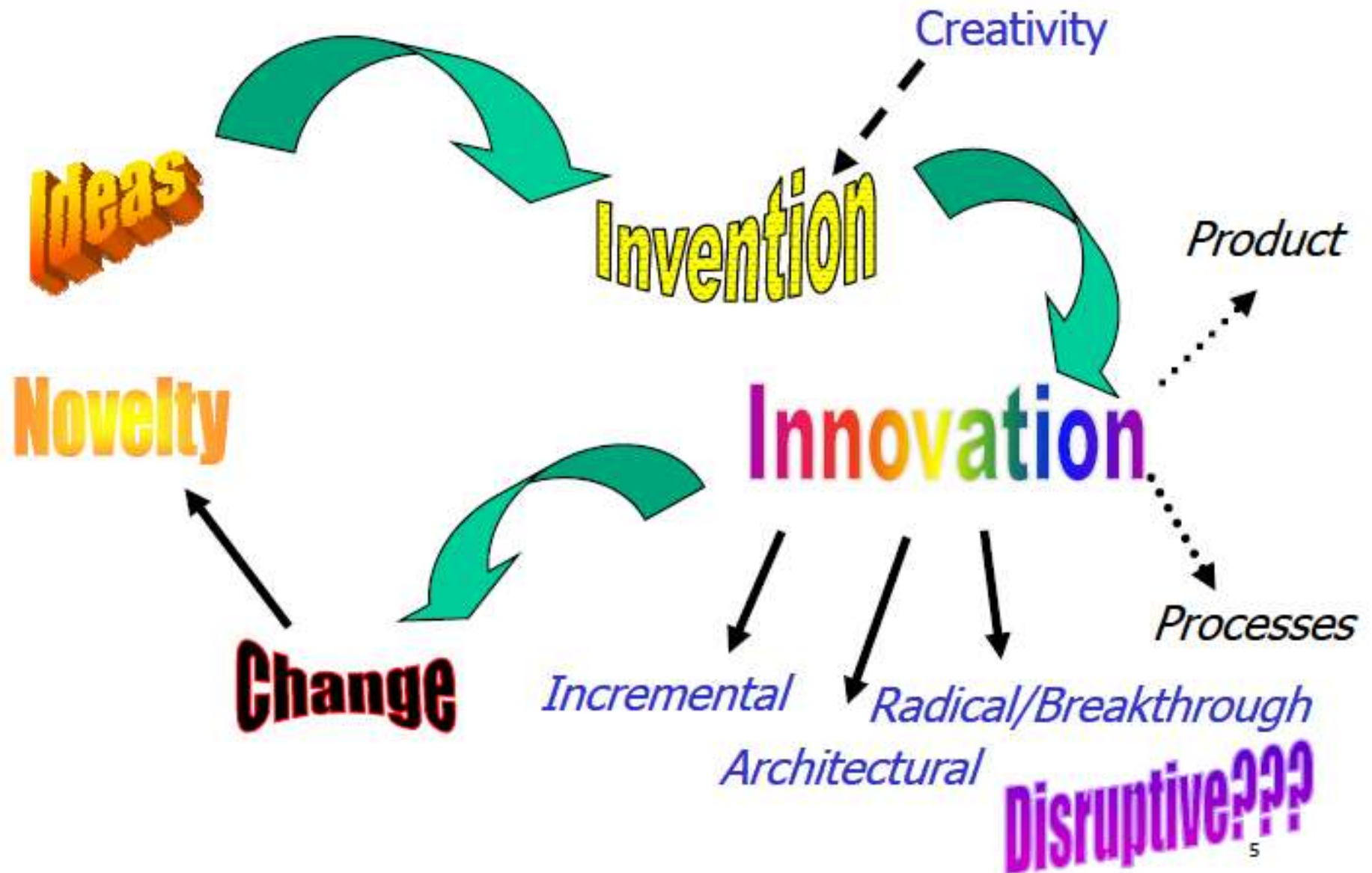
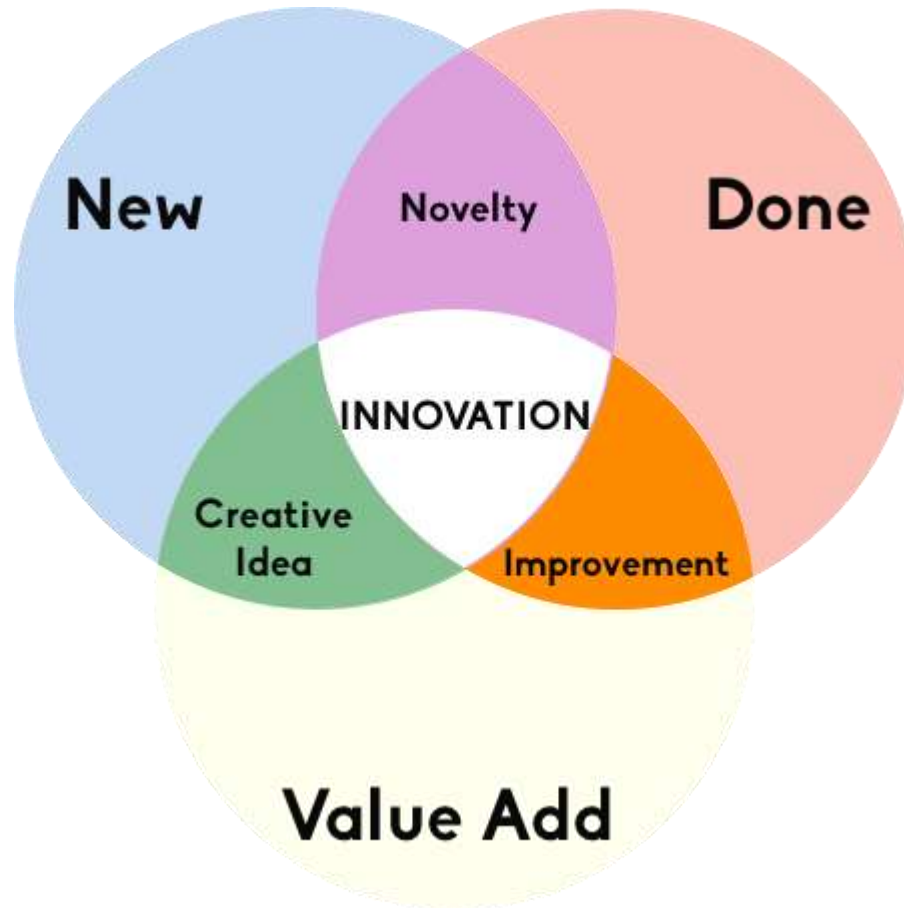


JNTUA

What is Innovation?



Meaning of Innovation



“An innovation is **the implementation of a new or significantly changed product or process**. A product is a good or a service. Process includes production or delivery, organization, or marketing processes.”

What is Innovation ?

- Those Changes worth recognizing as innovation should be new to the organization, be large enough, general enough and durable enough to appreciably affect the operations of the Organization.--- Moore
- Innovations are new ideas that create value.--- Innovation Network, USA
- Innovation is the intersection of Invention and insight, leading to creation of social & economic value.--- US National Innovation Initiative

What is Innovation?

What does it take to actually do it?

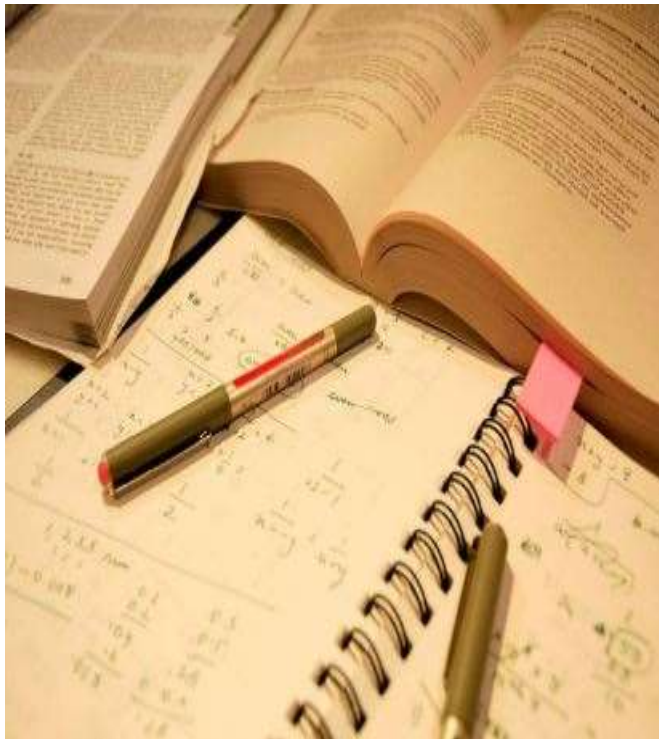
Innovation is about process and relationships comprehensively and equitably focused on understanding the problems and issues of stakeholders...

...then designing solutions and testing them, with an eye on learning and adaption,

...and, once sufficiently tested, implementing and evaluating the solution before scaling it up.



THE RESULTS OF FUNDAMENTAL STUDIES IS THE BASEMENT OF ANY INNOVATION



These results comes from the natural sciences social sciences, health sciences, etc.

Nobody actually can't fully grasp technology or technological possibilities without the basic scientific knowledge which helps understand in those fields. A bright example of outstanding innovation is the history of invention, creation and mass production of electric bulbs.

THE AGE OF KNOWN REVOLUTIONARY INNOVATIONS

From simple light bulbs to CFLs and LEDs, bulbs have covered a long way.

Date of birth:

- Candles 2nd century BC;
- Electric bulb – XIX century;
- Fluorescent bulb – XX century;
- LED bulb XXI century.



INNOVATIONS BORN AND GROW UNDER EFFORTS OF CREATIVE PEOPLE

Creative people make more use of their mental raw material and practical knowledge than other people.

Creativity is not a trait that we inherit in our genes or blessing bestowed by the angels, it's a skill.





Types of Innovation

- Product Innovation- e.g. a book and a Kindle Reader
- Service Innovation- Online filling of Tax Forms, Online filing of FIRs
- Process Innovation- Administrative Reorganization, delegation
- Position Innovation-Changes in User Perception about a Product- Sony Walkman



Difference Between Innovation & Invention

- An Invention is different from Innovation at any particular point of time in that it does not have a commercial value but it may have the same in future.
- There is no shortage of ideas and inventions in the world. The Challenge is to introduce these successfully to a market . Only then, an idea/invention can be called an innovation.

Difference Between Innovation & Invention

- Think of invention as a Chicken laying an Egg. Innovation will include Laying of the Egg+ Incubation +Hatching . In Other Words, innovation requires interplay between a Product Offering (Technology) and a Market (People) i.e. Hard Science + Social Science
- Innovation reduces Waste and Environmental Damage, Creates Growth, Increases Productivity and Economic Wealth, Provides Better Goods & Services at a Cheaper Prices, Ensures Higher Standard of Living



Degrees of Innovation

- Incremental- Sometimes called “Continuous” or “Evolutionary” or “Small”. Small improvements in quality or content or capability of a Product or Service.
- Radical- Sometimes called “Discontinuous”, “Revolutionary” or “Big”
- Incremental and Radical Innovations have to be managed differently.

Innovation & Improvement

- Improvement is doing things Better . Innovation is doing things Differently . There could be High Improvement without Innovation . At the other end Low Improvement with High Innovation.
- He who innovates will have for his enemies all those who are well off under the existing order of things and only lukewarm supporters in those who might be better off under the new--- Niccolo Machiavelli



Innovations In Government Administration

- Globally, South Korea and Japan are Top Countries rated for their Innovation Potential. This is in terms of Highest Number of Patents and their Commercialization
- In Government Service Delivery, Innovation requires sustained Efforts, since while Products are characterized by Four Ps– Product, Price, Place & Promotion, Service Delivery has three additional Ps– People, Process & Physical Evidence

Government of India Innovations Awarded by UNPSA

- 2013---Kerala Tourism---Got the UNWTO Ulysses Award for “Responsible Tourism” involving Local Community, Local Hospitality and Government Departments. In a Sense, it was PPP model of Tourism Development incorporating Famous Ayurvedic Treatment of Kerala. This had got PATA Award Earlier. Unique Tourism Experimentation for God’s Own Country

Government of India Innovations Awarded by UNPSA

- 2010—Gujarat Chief Minister's Office– For Innovative approaches towards time bound Grievance Redressal of Citizens and for promoting Transparency, Accountability & Responsiveness
- 2009—Gujrat Water Sanitation Management, Providing Access to Clean Drinking Water by engaging Citizens in Water Management. Formation of WASMO (Water & Sanitation Management Organization) & Village Water Supply Committee (VWSC) involving Local people, especially Women in Water Scarce Bhavnagar District of Gujarat.

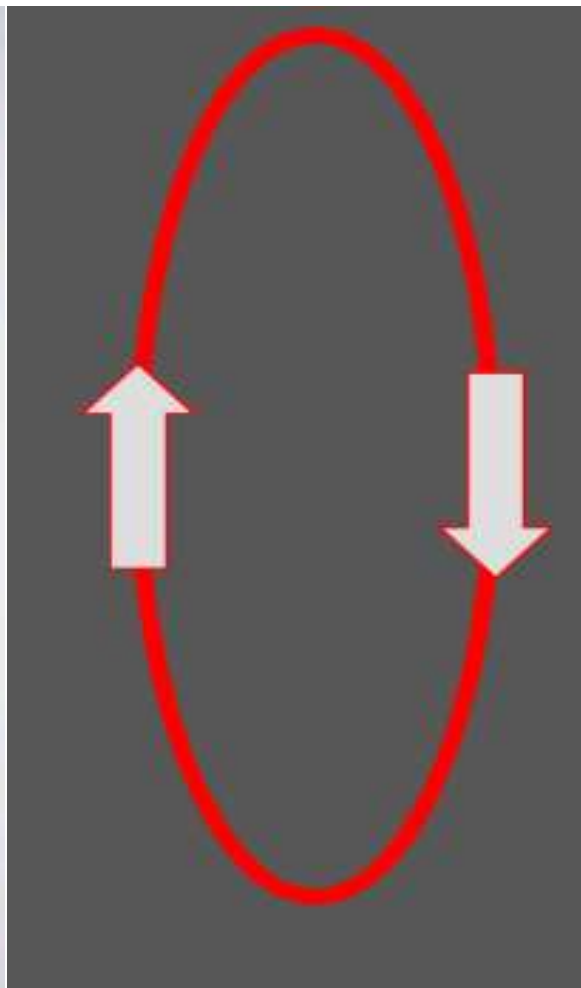
Government of India Innovations Awarded by UNPSA

- 2008—Lokavani Society, Sitapur, Uttar Pradesh—Internet Kiosks were set up in existing internet cafes for recording Citizens Grievances and their redressal . Monitoring of Grievances at Collectorate. Committee of SDO+ District Information Officer + BDO to monitor . It was a PPP Model based on “Gyandoot” Programme in Dhar District of Madhya Pradesh.¹¹⁰ Kiosks were set up all over the District having 38% Literacy.

Government of India Innovations Awarded by UNPSA

- 2005—Bhagidari Scheme of the Government of National Capital Region of Delhi—Delhi Government introduced Bhagidari Concept where Members of Residents Welfare Association, Various NGOs operating in Local Areas, Senior Citizens' Associations formed Local Committees to discuss with Government Officials to sort out Problems relating to Water Supply, Health, Sanitation, Sewerage etc . This had the full backing of the then Chief Minister of Delhi.

THE STAGES OF TECHNOLOGICAL INNOVATION IN THE MENTAL REPRESENTATION



I Dream to do it;
I Think I can do it;
I May do it;
I can do it;
I shall do it;
I will do it ;
I am doing it;
I have done it;
I Dream to do it.

TECHNOLOGICAL INNOVATION

Technological innovation is a comprehensive process which starts with the generation of an idea and leads to the production and commercialization.

Technological innovation is invention along with exploitation which covers all efforts of creation of new ideas and getting them to work includes also the process of commercial development.



Causes of Failure Of Innovations

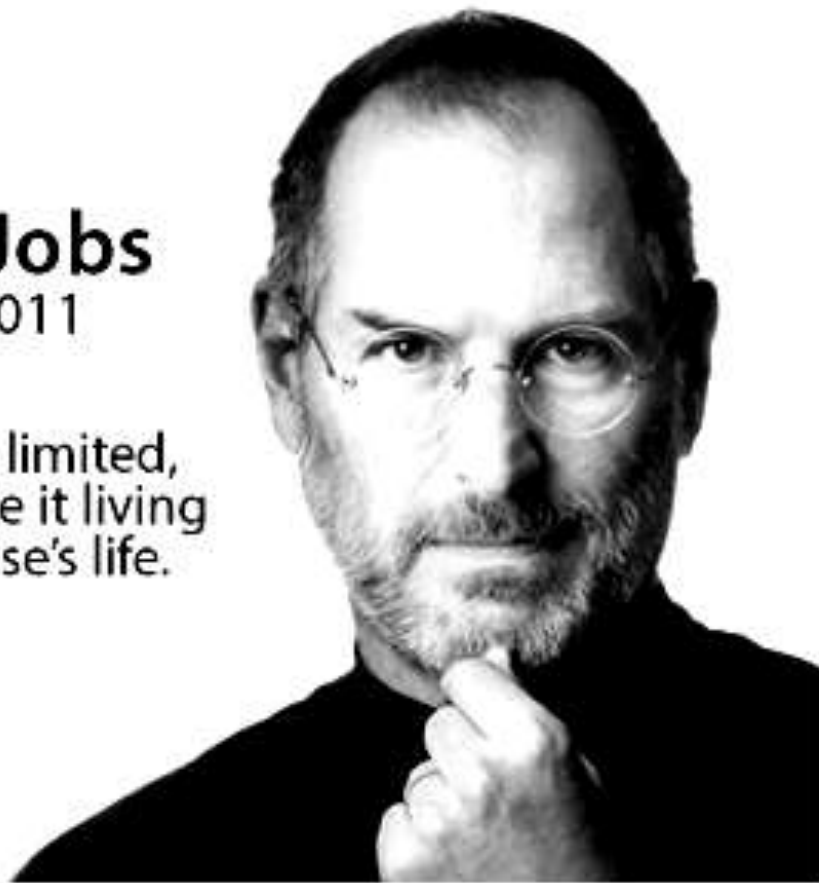
- Poor Goal Definition
- Poor alignment of Actions to Goals of the Organization
- Poor Team Participation
- Poor Communication
- Poor Monitoring
- For Innovative Spirit to develop, Organizations must allow employees time to apply their minds to problems of their interest . Companies like Atlassian and Google allow Employees 20% of their time to work on Products/Projects of their Interest.

Steve Jobs— The Great Innovator

Steve Jobs

1955-2011

Your time is limited,
so don't waste it living
someone else's life.

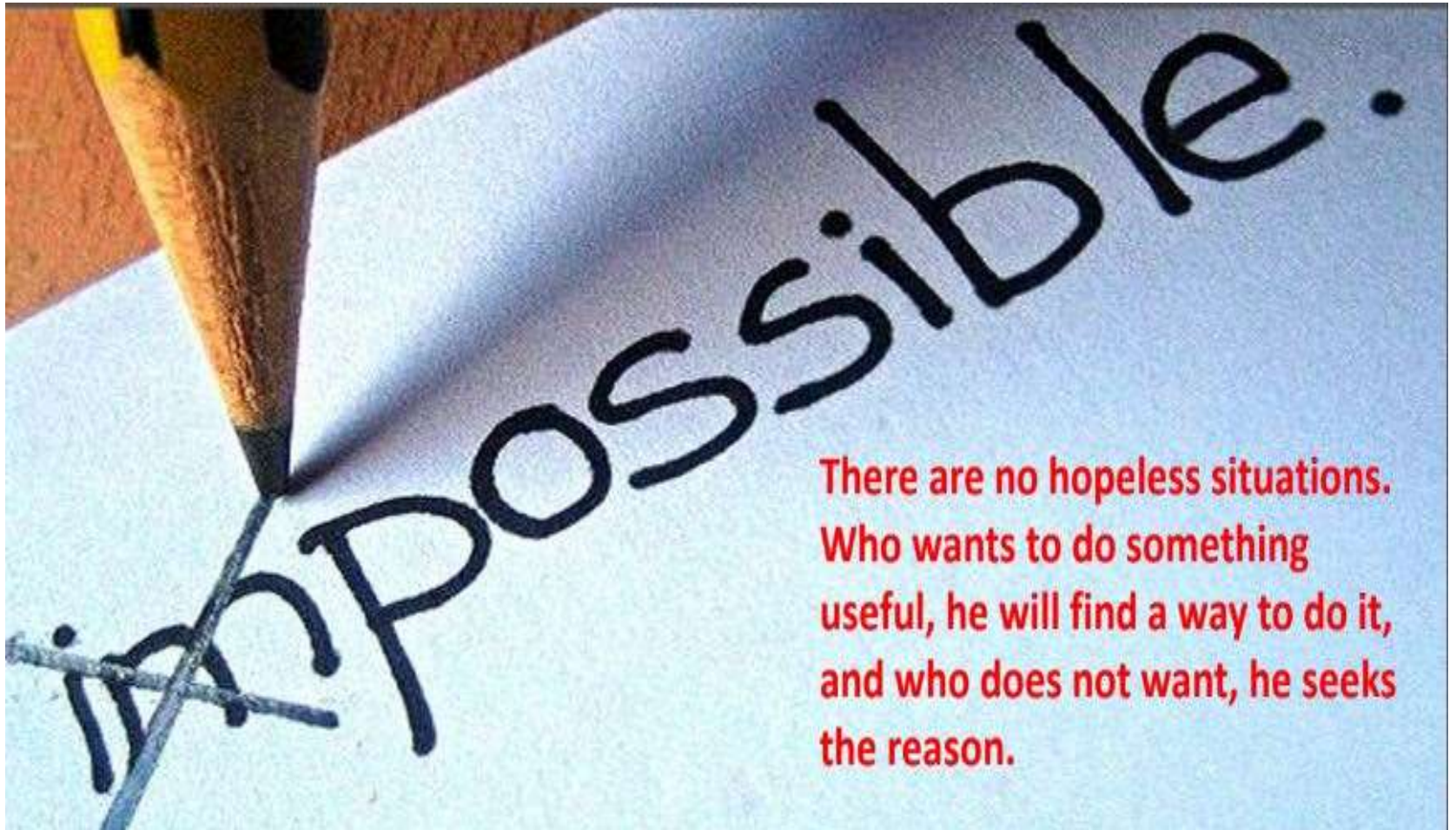


Latest Innovation In Office Safety



**"It's the latest innovation in office safety.
When your computer crashes, an air bag is activated
so you won't bang your head in frustration."**

ONLY CREATIVE SPECIALISTS ATTAINS SUCCESS



There are no hopeless situations.
Who wants to do something
useful, he will find a way to do it,
and who does not want, he seeks
the reason.

THANK YOU

