



Dear Readers,

We apologize for the long silence and keeping you away from our newsletter. We realized that sharing personal views, perspectives and reactions on recent developments in innovation through our newsletter is what readers care the most about. Therefore we are bringing to you inside stories and recent developments in the world of innovation and entrepreneurship.

Hope you like our stories and look forward to your continuous support and feedback.

This newsletter brings you our viewpoint on the comments made by Mr. Narayan Murthy on no breakthrough innovation in India in the last 50 years.

Hope you enjoy reading Bencil Writes as much as we enjoy publishing it. Do share your comments and feedback on helpdesk@scinnovation.in

Bencil Writes July '15 edition

Need for path-breaking innovation in India

Recently, Mr. Narayan Murthy while commending the achievements of the intellectuals getting their degrees from Indian Institute of Sciences (IISc), Bangalore, India, mentioned that there has been no invention or breath taking idea from India which has made an impact to the global

UPCOMING EVENTS

- Assocham IP event, 7th Aug, Delhi
- IP conference, Bangkok, Oct/Nov

citizens. This has really created a furore in the innovation and entrepreneur's community. He is not the first or only person to criticise about the failure of Indian intellectuals in the field of invention. It is true that India's innovation and research are not upto the mark and have failed to make a global impact by their earth-shaking ideas. But to say that India's contribution to innovation for last 60 years is zero can be considered as an overstatement by the criticsers. The main purpose of scientific technology in India is to provide food to millions of hungry people. It can be noted that this has been addressed to some extent with the Green Revolution – which became model for poor countries across the globe and White Revolution (Operation Flood) brought by Amul India. Though these were in initial stages of independence, we have a couple of inventions or innovations in recent years as well. To list a few of them:

- Naryana Hrudayala, one of the leading health care in India, has been successful in reducing heart surgery costs from Rs. 1.5 laks to \$1,500 (90,000), compared to \$1, 44,000 in the US\$27,000 in Mexico and \$14,800 in Colombia. Interestingly, NH's cost of cardiac surgery is significantly lower than what it was in India 13 years ago.
- Tata Docomo's one paise-per second plan changed the telecom industry. It brought a change in the way calls were charged and made it affordable to lower income segment of the society too. By this plan people can pay as per their usage.
- Any Time Milk (ATM) Machine by Amul dispenses

- Do a Google Search with intellectual property event calendar and use the first 5 references to check on relevant events, you can repeat the search with innovation instead of IP



Trivia / Think about it!

Faced with a rubber shortage during World War II, the U.S. government asked scientists to come up with a rubber alternative. In a GE lab, engineer James Wright attempted to create an alternative by mixing boric acid with silicone oil. He was so pleased with the end result that he threw some of the substance on the floor and discovered that it bounced. Wright conducted a multitude of tests on the substance and discovered that it could not only bounce when dropped, but stretch farther than regular rubber, didn't collect mold, and had a very high melting temperature. GE sent the new substance to engineers all over the world to try to find a practical use for it. After numerous tests, no one could come up with a way to make the product useful. In 1949, the new

300ml of milk pouch of fresh milk. People can have access to milk any time and at remote places too.

- Cheap drugs produced in India are saving millions of lives in Africa and elsewhere with affordable HIV and other lifesaving drugs. The first wonder drug to treat hypertension, Rauwolfia, was developed by Bombay cardiologist Dr Rustom Jal Vakil, paving the way for development of therapies to treat hypertension in 1949 in the West.
- Jaipur Foot may not have been as fancy as bionic prostheses cited by Murthy, but scores of war-hit poor around the world thank the Indian invention for keeping them mobile.

While Mr. Murthy's comments focused on bringing out a new product in the market from Indian origin, it needs to be understood that invention or innovation is not only related to tangible things. There is not at all dearth of talent in India with millions of Indians getting admitted to IIMs, IITs and various foreign institutions every year. Indian student who enrol into foreign institutes do have a few inventions/patents in their name while Indian students do not have that record to match. If we check, the number of patents filed in India is about 40,000 per year although most of them are by foreign applicants. It will disclose the stark realities of our failure on the front of scientific / product research.

Let us look at the various possibilities for India lacking behind for making a global impact:

- In spite of having IITs and IIMs in India; Laboratories, Infrastructure and Libraries are not adequately equipped to allow an innovator, researcher or an entrepreneur to take his idea to completion. In addition, lack of funds and remunerations, stringent regulations make research less glamorous and

creation caught the attention of toy store owner, Ruth Fallgatter, who contracted a marketer named Peter Hodgson. Hodgson offered a creative solution that proved to be invention trivia in the making. He purchased a large amount of the rubber, packaged it into plastic eggs, and sold it to children under the name "Silly Putty." Today, Silly Putty brand products are offered in over 15 different colors in the classic egg-shaped packaging.



What's new at Scinnovation?

Scinnovation has rapidly evolved in the last 6 months and we are glad to share the progress we have made since we last interacted

- Have started a full fledged office in Noida (NCR region)
- R&D incentives practice comprising tax benefits and funding has been established
- A new offering, Go to Market to help Entrepreneurs in evaluating the risks and providing them with a

uninviting than the corporate jobs.

- Corporates are not supporting these institutes not only in terms of funds but also in terms of guidance. Real time industry experience, problems in real world can be shared with the researchers and innovators so as to bring a change in the system or industry.
- Investors, Corporates, Government bodies all are interested in only earning profits and achieving a billion dollar mark. They do not focus on solving the root cause of the problem. The talent hidden in villages or remote sectors is not even acknowledged. A farmer in Rajasthan village has come with equipment for seed distribution which reduces wastage and saves money of farmers. But Nation Innovation Fund only felicitated him and his idea is not taken on a large scale to make it accessible to other farmers.

Corporates as well as innovators need to understand that innovation or invention is not only in bringing new products but also in developing processes which improves the existing problems. If they come up with an idea or technique to make Indian agriculture less dependent on monsoon; then it will really great a global impact. There are lot of ideas brewing in nooks and corner of India but they do not have proper platform to nurture. Hence, if India has to really make a global impact in the field of Innovation then proper backing of funds, idea generation, industry focus on real problems resolution is utmost important.

Editors Comments by Rajeev Surana:

The term 'path breaking' or 'breakthrough' innovation is

strategy for launching niche / technology based products in overseas markets with strong Intellectual Property regime

- Announcement of launch of new book on the 'Journey of Innovators' to be co-authored by Rajeev Surana and Snehal Mahajan to be launched on 1st April 2016

debatable in what it really means but as far as we are concerned path breaking or breakthrough innovation implies the impact it has on people and its relevance in Society. We have illustrated in the story how we have seen a number of systemic innovations from India in the last 50 years and we should be proud of our achievements rather than belittling ourselves that world class innovation is not possible in India.

Mr. Murthy's quote is used to challenge the system to be more meaningful in research and our ability to convert the research in meaningful outputs which could be and not limited to an improved product, process improvement, cost reduction or addressing environmental concerns. We have seen the innovation ecosystem rapidly evolve in the last few years and are confident that the passion of Innovators combined with systematic support will go a long way in ensuring that we develop world class products and solutions which will make all of us proud.

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