

THE HINDU Business Line

Jugaad has to be experienced, not explained

Our Bureau

Chennai, Jan. 1:

‘Jugaad’ (frugal innovation) is capturing global attention as an ingenuity platform where Indians manage to innovate given time and resource constraints, said Jyoti Bachani of St. Mary’s College of California during her presentation on *Jugaad: An Indo American perspective on India ingenuity*.

“In the Western context, therefore, it is very confusing since it is not structured,” she added. ‘Jugaad’, according to her, cannot be explained but only be experienced. Bachani was speaking at the annual Yale - Great Lakes International Research Conference organised by Chennai-based Great Lakes Institute of Management.

The conference aims to promote and facilitate India-centric management research to contribute to applied knowledge in the field of management. Around 26 research papers were presented and 17 research proposals were displayed during the conference. Professors and doctoral students from various institutions in the country such as IIMs, IITs, IBS, and Symbiosis presented the papers on topics such as rural woman entrepreneurship, motivation in teaching business, perspective of money laundering in real estate, hybrid ERP, green marketing in India.

Serge Evraert, Dean of the France- based IAE Bordeaux, also attended the conference and shared his outlook for the European economy and growth drivers in the current financial condition.

(This article was published on January 1, 2014)

Keywords: [Jugaad](#), [frugal innovation](#), [global attention](#), [ingenuity platform](#),

Printable version | Jan 9, 2014 1:51:44 PM | <http://www.thehindubusinessline.com/on-campus/jugaad-has-to-be-experienced-not-explained/article5526599.ece>
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