

Jugaad at its best



**Science and technology
revolutionize our lives,
but memory, tradition
and myth frame our
response.**

ARTHUR SCHLESINGER



Benefits of Jugaad

The non-conventional way to get things done!



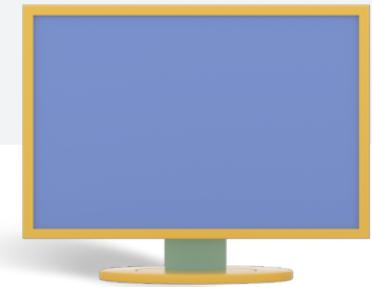
NEW AVENUES FOR PROGRESS

Sometimes biggest of big problems can be solved by a simple thought in mind.



TIME SAVING

A flexible approach to solve a problem is benefitting for time as well as resources.



INNOVATION

Thinking out of the box brings out innovative ideas that no one could have even thought of!

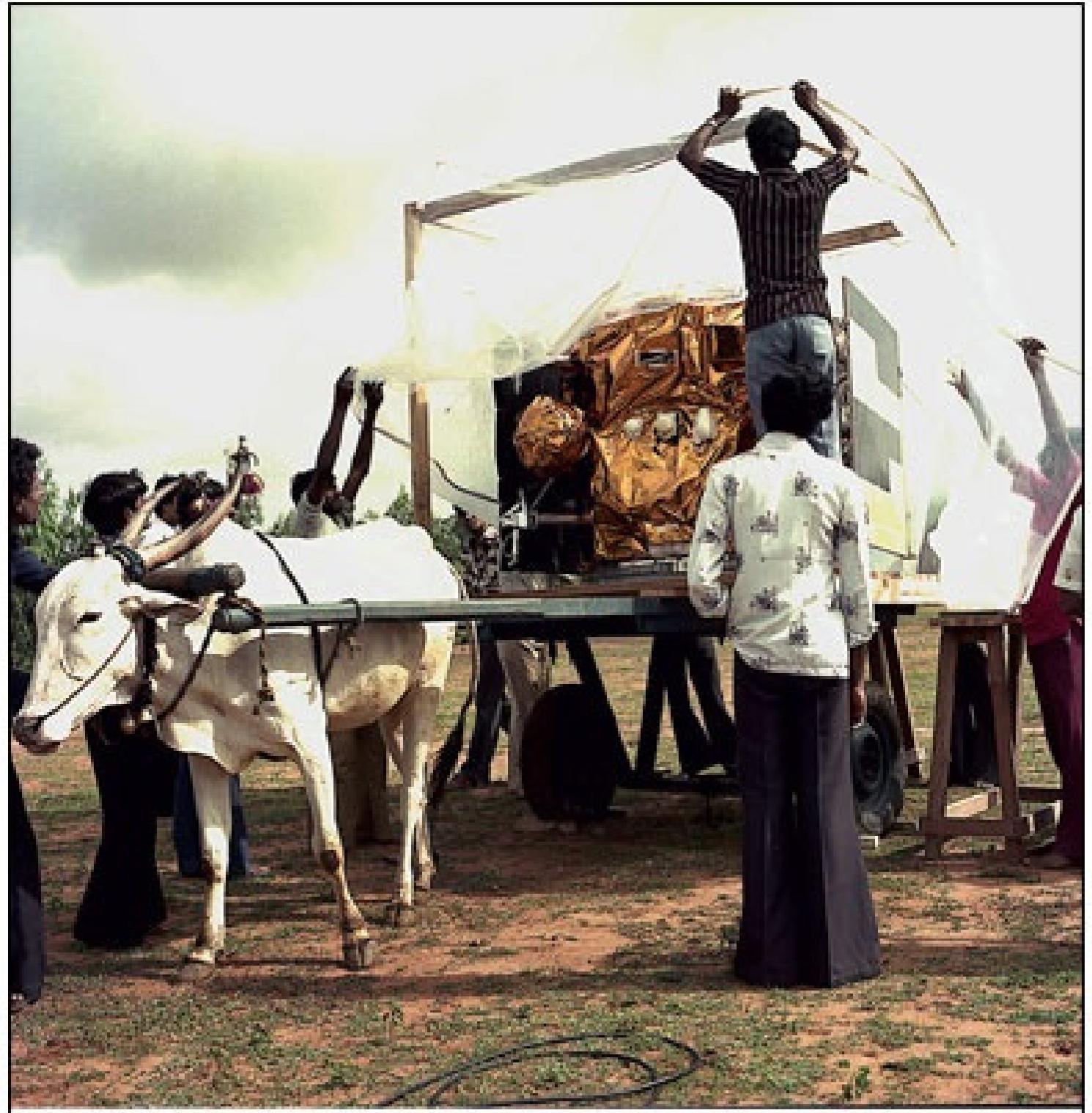
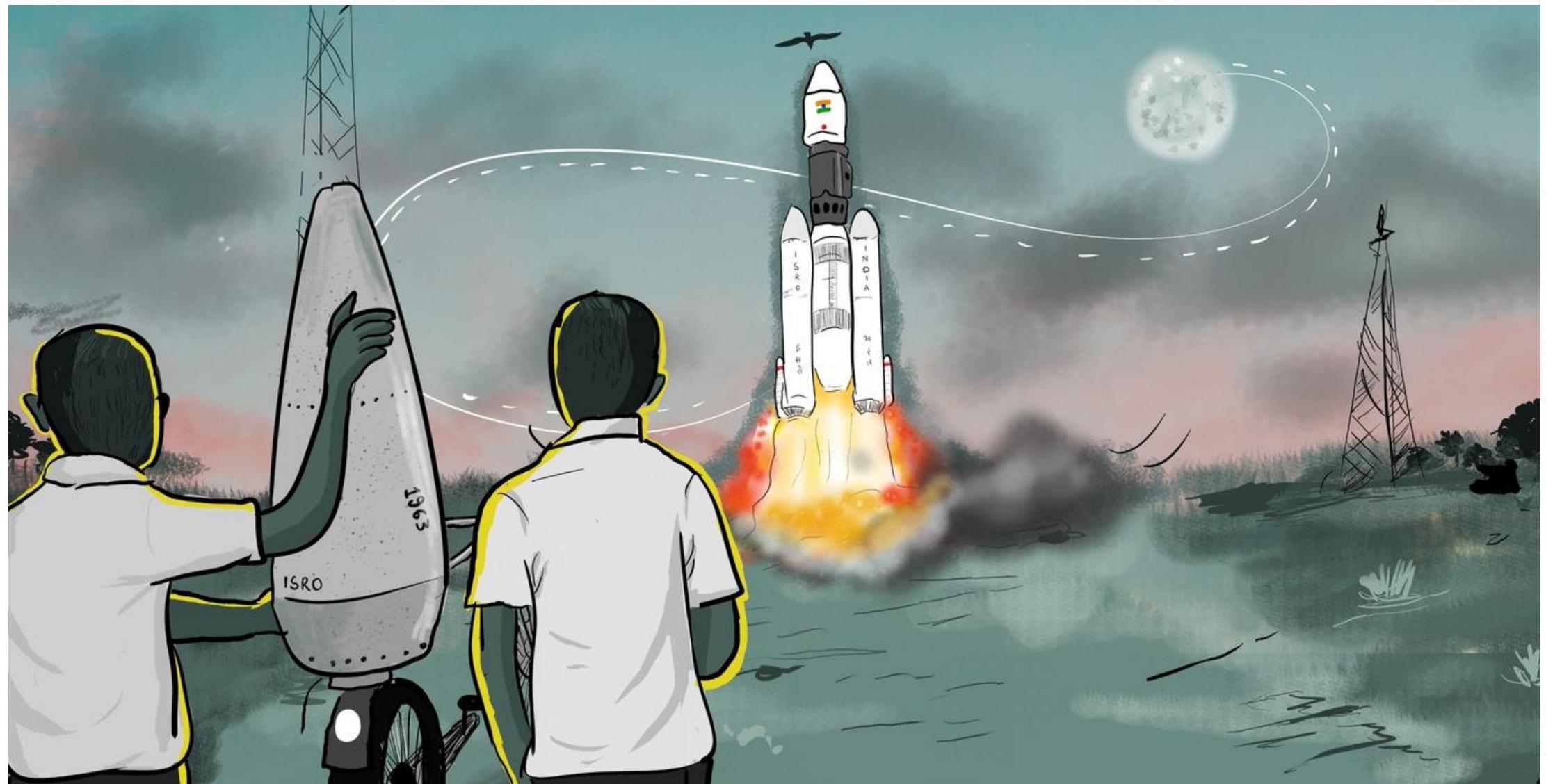
A cycle and a church were used for India's 1st rocket launch

The rocket for India's first-ever rocket launch was carried in parts on a bicycle to the launch site, a church in Thiruvananthapuram in 1963. The launch sent NASA-made Nike-Apache rocket to space and led to the foundation of the Indian Space Research Organisation (ISRO) by Vikram Sarabhai on August 15, 1969. The church was later renamed Vikram Sarabhai Space Centre.



Due to budget restrictions, ISRO didn't have the money to use trucks for carrying rocket equipment instead they used simple bicycles and bullock carts and made the mission a success.

Source - "The wings of fire" (autobiography of Dr. APJ Abdul Kalam



**APPLE Satellite being transported in bullock cart
(1981)**

Table Drawer



The metallic handle of my table drawer had broke.

I had a string of micron, I put it inside the holes of the metallic drawer, and instead of the metallic handle, I can use a string to open or close the drawer.

Source - Individual Idea
Picture source - Home

Plants in a pot!



Instead of purchasing expensive flower pots for garden plants, one can simply use buckets or any kind of container available at home that is of no use or was a use and throw container.

Source - <https://in.pinterest.com/nirmalparekh200/jugad-from-home-waste/>



Cooler with an exhaust fan!

Normally we think of an exhaust fan as a fan that throws out hot air. But a creative individual thought- Why not use it to throw cool air!

Source - https://twitter.com/bhandaraic/status/1307554988944584705?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1307554988944584705%7Ctwgr%5E%7Ctcon%5Es1_&ref_url=https%3A%2F%2Fwww.timesnownews.com%2Fthe-buzz%2Farticle%2Fdesi-jugaad-cooler-made-out-of-an-exhaust-fan-goes-viral-watch%2F810537

Ropes to the rescue!

Due to floods in Telangana, everything was getting swiped up. A person wanted to save his car, so they used a rope in this dire situation to hang around his car and save his property without any help from the authorities!



Source - https://twitter.com/TheSiasatDaily/status/1435246719948791810?ref_src=twsrc%5Efw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1435246719948791810%7Ctwgr%5E%7Ctwcon%5Es1_&ref_url=https%3A%2F%2Fwww.siasat.com%2Fman-ties-car-with-ropes-in-flood-hit-telangana-town-2188985%2F

Cleaning wheels!



A man sitting on a machine that cleans the floor as it moves forward. A solution that reduces manual labour and is really innovative.

Source - <https://twitter.com/anandmahindra/status/1010033280752680960?lang=en>

What's Next in Jugaad?



Increased task automation.



Extra focus on high-value tasks.



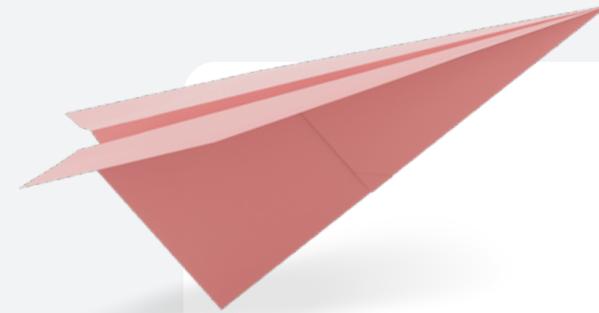
Continuous investment.



A better conscious focus on money saving



Greater geographic distribution and representation of the workforce.



I have long advocated that India can't settle only for 'jugaad' (make-do) & has to shoot for 'jhakaas' (Mumbai slang for 'brilliant') Still, I would like to create a museum of these fascinating jugaad devices somewhere. Maybe at Mahindra Research Valley in Chennai?

- Anand Mahindra



THANK

YOU