

SUSTAINABILITY INNOVATION AND ENTREPRENEURSHIP:

1. Bringing the perspective of sustainability. Sustainability (Thinking about environment).

- [‘Film farming’ uses no soil and just one-tenth the water](#)
- [Cardboard packaging includes directions for turning it into something new](#)
- [Wood stoves convert waste heat into electricity for charging small devices](#)
- [Airborne windmills produce fifty percent more energy](#)
- carbon-neutral plastic, e-waste recycling kiosks and an ethical smartphone

3. Film Farming, Eg. Vivekanand Needam : converted a barren piece of land to suitable for living with many plants and trees in Gwalior. They constructed huts with hollow bricks so that they do not require coolers and ac. For drip irrigation, they used plastic bottles. Also utilised scientific technology, by using bacteria to convert human waste to manure and water recycling.
4. Airborne windmills: windmills that can be transported from one place to another.

- SUSTAINABILITY--- GENERATIONS
- GANGES
- PILs a REFERENCE
- LETS CHOOSE THE AREAS WHERE
- SUSTAINABILITY, INNOVATION and ENTREPRENEURSHIP meet each other
- THINK BIG

6. Ganges: many people are dependent on it and the water quality is depleting every day. There are industrial and cultural regions.

INNOVATION SUSTAINABLE CONDITIONS:

1. Conditions which promote innovation in a sustainable manner.
2. Until and unless, we ourselves are not affected by a particular thing, we donot think about it in detail or we are not much concerned.
 - GOVERNMENT
 - CORPORATES
 - INDIVIDUALS
3.
 - ACADEMIA
 - MEDIA
 - ALL
 - WHAT SHOULD ONE DO?
4. Role of government could be to bring in policies, making rules mandatory related to sustainability. Eg. Bringing in policies, making it mandatory for every firm and every innovator to come up with sustainable ideas. Govt should also appreciate efforts related to brand awareness. Or efforts meant for social development should be publicised. Eg. Advertising price difference

every firm and every innovator to come up with sustainable ideas. Govt should also appreciate efforts related to brand awareness. Or efforts meant for social development should be publicised. Eg. Advertising price difference between private and govt agencies, thus they could publicise more brands which are sustainable.

5. Corporates: they should nurture environment for sustainable innovations. Eg sugar industries are into other businesses also, like energy production, alcohol production etc.
6. Individual: must have a portion of work life based on sustainable innovation and environment goals.
7. Academia can organise speaker sessions so that individuals get to interact with other intelligent personalities and masters in a particular domain.
8. Sequence:
 - RESOURCE ALLOCATION
 - CULTURE
 - DIVERTING the ATTENTION of ALL
 - YOUTH from ONLY SELF OPULENCE.
 - ELDERS FROM RETIREMENT
 - UNEMPLOYED from VOLUNTARY UNEMPLOYMENT
 - CRITICISM and SKEPTICISM
 - DEVELOPING BELIEF
9. Resource Allocation: Eg Singapore, desalination for water needs, rooftop agriculture, etc.

INNOVATION CONTEXT AND PATTERNS:

1. Innovation requires time, investment and energy.
 - The process whereby new and improved products, processes, material, and services are developed and transferred to a plant and/or market where they are appropriate.
2. (Rubenstein)
3. It talks not only about making new products but also suggests improvements in existing ones.

4.

		PRODUCT/PROCESS	
		New	Old
USAGE/PROBLEM	Old	Category 1 New solution to an old problem Product: new medications Process: just-in-time	Category 2 No innovation
	New	Category 3 Most innovative: new product that leads to new opportunities Product: PC in 1980 Process: bar codes for inventory control	Category 4 Old product/process used in a new way Product: other uses for a paper clip; DVDs Process: testing soils with satellite imagery

5.

Innovation	
Random	Systematic
<ul style="list-style-type: none"> • Entrepreneur • Entrepreneurial Risk • Trial & Error • Learning from Failures • DNA / Culture • Units for Experimentations (Spin-offs) • Risk Taking vs Risk Avoidance 	<ul style="list-style-type: none"> • Pattern • A way of Thinking • Theory • Methodologies • Analytical Frameworks • Opportunity Maximizing & Risk Minimizing

5.

Innovation	
Random	Systematic
<ul style="list-style-type: none">• Entrepreneur• Entrepreneurial Risk• Trial & Error• Learning from Failures• DNA / Culture• Units for Experimentations (Spin-offs)• Risk Taking or Risk Avoiding	<ul style="list-style-type: none">• Pattern• A way of Thinking• Theory• Methodologies• Analytical Frameworks• Opportunity Maximizing & Risk Minimizing
Schumpeterian School	Value Innovation School

SME'S STRATEGIC INVOLVEMENT IN SUSTAINABLE DEVELOPMENT:

1. I

INSIGHT AND ENTREPRENEURSHIP:

1. I

