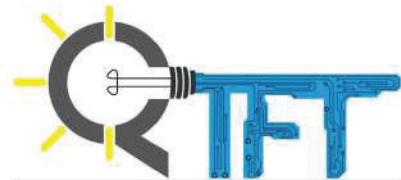FORE School of Management
New Delhi

Srijan Sanchar
Innovation Partner

CENTER FOR RESEARCH & INNOVATION
IN FRUGAL TECHNOLOGY MANAGEMENT

FORE International conference on
Frugal Approach to Innovation (FICFAI)

Knowledge Partners

Smart Village Movement™

ICE & SDGs

MAKER'S ASYLUM™

Academic Partners

CRI

CFIA
Centre for Frugal Innovation in Africa

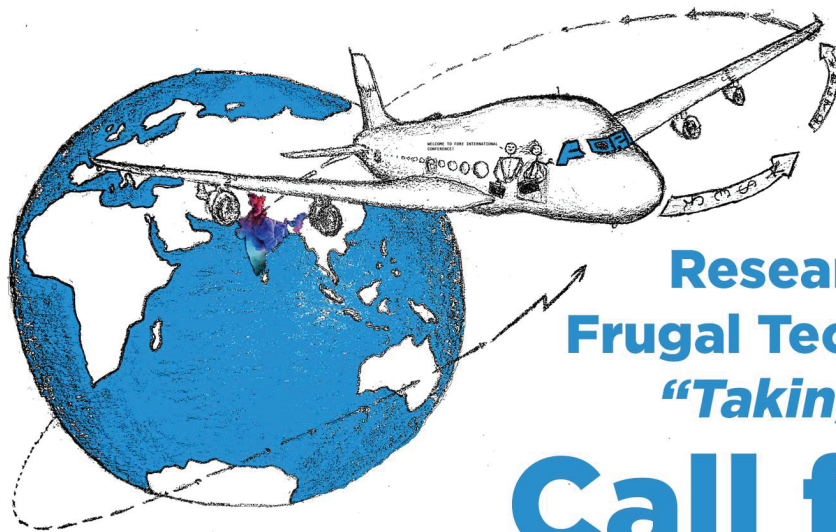Australasian
Frugal
Innovation Network

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SANSHODHAN
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Date: December 13-14, 2019
Venue: FORE School of Management, New Delhi

Center for
Research & Innovation in
Frugal Technology Management
"Taking Frugality Global"
Call for Papers

FRUGAL INNOVATION

Taxonomical interpretations of "frugal innovation" are being discussed (Bhatti, 2012; Brem & Wolfram, 2014; Hossain, 2018; Weyrauch & Herstatt, 2017) in order to distinguish it from and also relate it to "reverse innovation" (Lee & McNamee, 2014), "jugaad innovation" (Radjou, Prabhu, & Ahuja, 2012), "constraint-based innovation" (Agarwal, Grottke, Mishra, & Brem, 2016) etc. Particularly, in the resource-constrained environment (Liu & Wei, 2018), the term is often related to doing more and better with less (Radjou & Euchner, 2016) for many (Bhatti, 2014). Thus researchers note the cultural roots of frugal approach to innovation in emerging economies, especially in India (Grover, Caulfield, & Roehrich, 2014). Particularly in the case of frugal innovation, researchers have emphasized the inclusiveness dimension (Prabhu & Jain, 2015). Thus this term is often used in the context of people at "Bottom of Pyramid" (BoP) (Chliova & Ringov, 2017).

However, over time the usage of this approach is cutting across boundaries of geographies (Zeschky, Widenmayer, & Gassmann, 2011), or industries (Prabhu, 2017). It also transcends the dichotomies of developed-developing nations (Tiwari, Fischer, & Kalogerakis, 2017), top-down or bottom-up approach (Leliveld & Knorringa, 2018), or intentional-unintentional application (van Beers, Knorringa, & Leliveld, 2012). The reason for this could be evident in the economic conditions of the markets. As price increasingly becomes a differentiator for firms, the suppliers end up being under pressure to be more frugal (Fishman, 2006). Similarly, in emerging markets, affordability is an important new product requirement by customers (Agarwal, Brem, & Grottke, 2018). Such conditions may create a cycle of miserliness. As a result, the firms may try to cut down the cost on some employee amenities (Cascio, 2006). These quick-fix approaches, however, may not be sustainable in the long run. Thus firms are realizing the need for alternatives by embedding the frugal approach in employee mindset, organizational processes, outcomes, or business models (Soni & T. Krishnan, 2014).

As the natural resources are depleting at a fast pace, organisations (like Unilever, TATA, GE, Nokia, etc) are already taking up "frugal innovation" as a challenge and employing "cutting edge technologies" (George, Schillebeeckx, & Liak, 2015; Rao, 2013) in order to contribute towards these SDGs. Thus, the frugal approach to innovation can act as an impetus for developing novel dynamic capabilities for organizations (Grover et al., 2014). Another reason for increased attention towards frugal innovation may be because of its perceived relevance towards the United Nation's sustainable development goals (SDGs) 2030. However, a systematic review of research on these two fields points to the need for better "understanding of challenges, barriers and strategies" for embedding a frugal approach to innovation to contribute to SDGs (Rosca, Reedy, & Bendul, 2018).

Although India is supposed to be a key benefactor of the frugal approach to innovation, not much has been done to study it systematically. For instance, promotion and consumption of innovation in India have contextual challenges that need to be studied through a cultural lens (Nair, Guldiken, Fainshmidt, & Pezeshkan, 2015). However, the route to systematization would involve bridging the formal and informal dichotomy (Kumar & Bhaduri, 2014). As pointed out by Kaur (2016), frugal innovation needs to be studied as socio-economic mobility of aam aadmi (common man) through the use of technology. This way researchers may study the diffusion of changing trends in population with the rapid developments in digital technologies (Leliveld & Knorringa, 2018).

In a country that is full of challenges, frugal innovation may hold the key to issues like rapid urbanization, slow industrial growth, the pressure on healthcare and educational infrastructure, as well as poor access to basic amenities like drinking water, clean air, and sanitation. However, there are polarizing views on use of frugal innovation to achieve development (Knorringa, Peša, Leliveld, & Van Beers, 2016). There are open questions that need to be explored, like, how can India harvest its "native knowledge and ingenuity" (Soni & T. Krishnan, 2014) to create frugal solutions? Can we attempt to unravel the process of frugal innovation (as by Rao, 2013) further by taking novel cases? Can frugal innovations propel the economic growth ("Frugal innovations seminar | DWIH.IN," n.d.)? How can we set the pace for a frugal economy with cohesive application across sectors (Prabhu, 2017) and identify its drivers and consequences (Liu & Wei, 2018)? Can the digital platform based frugal solutions (Ahuja & Chan, 2016) provide emerging economies with an opportunity to play on its strengths? How can frugal innovations strengthen the "circular economy" movement (Agarwal & Brem, 2017)? How can frugality be embedded into policymaking (Bhaduri, Sinha, & Knorringa, 2018) for social inclusion (Tiwari & De Waal, 2018) and larger good? As an outcome, can frugal approach to innovation help us find solutions to the vexing problems and set a tone for a sustainable future of this planet?

ABOUT THE CONFERENCE

FORE International Conference on "Frugal approach to Innovation" 2019 is the eighth conference of the annual international conference series hosted by FORE School of Management at New Delhi, India. This conference, a first of its kind in India, has the vision to present India's competence around the frugal approach to innovation. Situated in New Delhi, this conference is well poised to symbolically represent India's soft power. The conference acknowledges the fact that frugal innovation may not be discussed unless we bring together the practitioners (who are presently doing it, as well as, those who may be inspired to do it), policymakers (who can provide impetus for developing the required ecosystem) and academicians (who will study and disseminate the knowledge around this approach). Thus we have two parallel academic and practitioner tracks so that practice can inform theory as well as vice versa. We also provide a platform where the policymakers, practitioners, and academicians would have a meaningful and systematic dialogue through a panel discussion. Thus, this conference is an effort to look for answers and push forward the research in the field of frugal innovation. For more, visit: https://bit.ly/327zQ3t

Domains Touched: Management, Business, Technology, Economics, Sociology, Philosophy, Psychology

Academic Track

Within this overall theme, the main topics of the academic track include, but are not limited to:

- Technological Enablers of Frugality
- Synergies of Artificial Intelligence and Digitization with Frugal Innovation
- Frugal Business Models
- Frugal Approaches to Education and Healthcare
- Solving Urban Distress through Frugal Philosophy
- Psychological Attributes of Frugal Innovators/Teams
- Future of Planet and "Frugality"
- Social Contours of Frugal Innovation
- Roots of "Frugal" Philosophy and Perils of "Abundance"
- Ethnographical Accounts of Frugal Innovators
- Frugal Innovation for Business Sustainability

Practitioner Track

Within this overall theme, the main topics of the practitioner track include, but are not limited to:

- Urban Problems and Frugal Solutions
- Industry Specific Enablers and Challenges for Frugal Innovation
- Auto-ethnography/Autobiographical treatise on Frugal Innovation
- Accounting for Real Challenges on Field through "their" Stories
- Way Forward for Frugal Approach to Innovation
- Makers Movement and Way Forward

Policy-Academics-Practitioners Dialogue

- Exploring Synergies for Building Discourse around Frugal Innovation
- Affordability of Basic Amenities through Policy-Aademics-Practitioners Partnerships
- Designing Curriculum to Embed Tinkering and Frugal Approach to Innovation
- Rethinking Research Methodology to Study Frugal Innovations in India
- Can India lead the world towards Sustainability?

Distinguished Speakers

Academicians, researchers, practitioners, and policymakers from "frugal innovation" and allied fields from India and across the globe.

Pre-conference Workshops

a) Practice Oriented
b) Academic Oriented
The details about the pre-conference workshops will be updated shortly.

Exhibition

Invited and shortlisted frugal innovators will exhibit their products during the conference. This will bring them exposure and allow them to discover possibilities of upscaling, collaborating and/or entering JVs.

Source: www.bbc.co.uk

Important Dates

Submission of Abstract (750-1500 words)	September 15, 2019
Communication of Decision	October 7, 2019
Final Paper Submission	November 1, 2019
Registration Closes	November 15, 2019

About FORE School of Management

Foundation for Organisational Research and Education (FORE) is committed to the advancement of Management Education, Research, Training, and Consultancy. Incorporated in 1981, as a non-profit institution, FORE has been working with industry and academia for developing new domains of managerial thought and education and contributing to building leaders in today's global business environment.

Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the future challenges of tomorrow's corporate leaders. The programmes develop multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity, and innovation.

About CRIFT

FORE School of Management has set up a new Center of Excellence in the area of Frugal Innovations which will be called "Center for Research and Innovation in Frugal Technology Management" (CRIFT). The Center, which is first of its kind in India on frugal innovations, will work closely with industry and technology institutes in India and abroad to contribute to the body of knowledge in the area of frugal innovations and seek markets and commercial feasibility for frugal innovations. In this context, the Center is signing an initial MOU with Nagpur based organization called Srijan Sanchar, which will help CRIFT in developing the network and achieving the set goals.

Technical Requirements

Scope

The paper should fit into the general scope of the conference and be attributed to one of the conference tracks. We welcome interdisciplinary papers.

Research paper

Abstract: Authors are required to submit an abstract that includes the objectives and scope of the research, methodology and findings. The abstract should not exceed 1500 words. Kindly send it in word format (12, Times New Roman, 1.5 spaced). Please submit only Extended Abstract as specified.

Full paper: Full papers should be submitted before November 1, 2019 to be eligible for Best Paper Award and as a chapter in an edited book by a renowned publisher. Full papers are limited to a maximum of 10 to 12 pages.

Practitoners Track

Theme papers in essay/problem solution format are welcomed.

Poster

In addition to the traditional competitive and interactive papers, we welcome posters to be presented in a dedicated poster session. The poster session at FICFAI is designed to encourage early-stage work to get converted to high-impact contributions.

Here presenters will exhibit the poster they prepared in a big poster hall where all conference participants have the chance to walk by and engage in a fruitful conversation.

Submissions must conform to the following guidelines:

- The submission format for posters are extended abstracts of maximum 1,500 words (including references and other appendices). Submissions exceeding this threshold will be rejected without exception.

- Additionally, a short submission abstract (maximum 200 words) is required as a prerequisite for the FICFAI proceedings in which all poster abstracts will also be published.

- All abstracts should be prepared in Word format.

- Please make sure the extended abstract outlines the research gap, its relevance, the theoretical basis, intended method, and (if existing) preliminary results.

- For the presentation of your project and discussion with viewers, it will be helpful if you prepare a 5 minutes presentation and bring business cards as well as sketch paper, sticky notes, pens, and markers for discussion.

Language & Writing

The paper must be written in English without major grammatical or stylistic errors. It is recommended to proofread the article before the final submission.

Peer Review Criteria : Each paper is reviewed by at least two members of the Program Committee to be accepted. The review criteria are the following:

The paper should have a clear contribution to the research field. Purely descriptive papers without any clear findings are not accepted. The following elements of the paper are required:

Research Question / Problem Statement : The authors should give a clear research question (for research papers) or problem statement (for experience papers) they are to address in the text. Both, the research question and problem statement need to be justified by either theoretical or social topicality.

Literature / Background Review: The paper must contain a strong literature review encompassing the up-to-date academic articles and books (for research papers) or give a sufficient background (for experience papers).The review needs to be relevant to the research question.

Theoretical Grounding and Methodology: The paper should give a theoretical argument or use a theoretical framework, as well as provides a methodology relevant to address the research problem.

Empirical Analysis / Case Selection: The research papers must present either an empirical research based on gathered data or qualitative or quantitative methods of empirical analysis should be used. Another option is to present a review, but in this case, the literature selection method should be specified. In case of experience papers, the authors need to justify the case selection and prove its significance to the international audience.

Discussion: Both the complete research and experience papers need to critically examine the findings and address them in the discussion section. In case of the research paper, authors are welcome to elaborate on how their findings contribute to the global scientific research in the field. In the ongoing research paper, there can be some elaboration on future research. Experience papers must analyze at least advantages and disadvantages of the proposed best practice.

Academic Ethics Policy

FICFAI aims at the highest level of academic standards. We expect submissions to be original work of the authors. The detection of the rules violation leads to the rejection at any stage.

Originality of Papers

The paper submitted to this conference must contain original work and must not be published anywhere before. An exception can be made for papers published on the Internet as draft-versions or preprints, but the author should disclose if the paper has already been presented or is available on the Internet as a draft or preprint.

Plagiarism

A paper must contain no plagiarism (including extensive self-plagiarism) and other incorrect borrowings. Plagiarism includes copying and pasting passages from the Internet and other sources, word-for-word borrowings from other texts as well as paraphrasing them without proper references. All direct borrowings should be accompanied with references, quotation marks and other means of academic language. All submissions undergo pre-review for originality and plagiarism.

Copyright

The author should have all proper rights for copyrighted materials used in the paper. Pictures, figures etc. must either have a free license for commercial use or be created by the author.

The abstract of the research paper to be submitted (in word format) at ficfai@fsm.ac.in

About Partners to the Conference

CFIA

The Leiden-Delft-Erasmus (LDE) Centre for Frugal Innovation in Africa (CFIA) is an academic research centre focused on frugal innovation. CFIA investigates how frugal innovations and technologies contribute to poverty reduction, inclusive development and sustainable outcomes. The centre was founded in 2013 as part of a strategic alliance between Leiden University, Delft University of Technology, and Erasmus University Rotterdam. Through innovative and outstanding teaching and research, CFIA seeks to contribute towards understanding and addressing some of the major and complex social issuesof our time by connecting science and society focused on frugal innovation. CFIA works with the academic community, societal partners and government to form a basis for further academic and public-private partnerships. Currently, CFIA focuses on projects within the water-energy-food nexus and sectors like health and ICT, CFIA is based in the Netherlands with hubs in Kenya and India.

To know more, please visit: https://www.cfia.nl/home

CRI

The Center for Research and Interdisciplinarity (CRI) experiments and spreads new ways of learning, teaching, conducting research and mobilizing collective intelligence in life, learning and digital sciences. It was founded in 2005 by François Taddei and Ariel Lindner to create a student/researcher centered open environment in which they can collaborate together to build a world where lifelong learning is at the heart of the society.

The Bettencourt Schueller Foundation has been an essential and key supporting partner since the CRI was created. Sitting at the crossroads of research and education, CRI advocates for innovative pedagogy putting the students at the heart of their own learning experience through projects, research and societal challenges.

CRI develops educational and research programs from newborn to PhD including lifelong learning together with the University of Paris. It has inspired the development of other innovative places of learning such as Open Fiesta in Tsinghua University, China and Tadeo Lab in Bogota University, Colombia.

To know more, please visit: https://cri-paris.org/

Srijan Sanchar

Sirjan Sanchar is a leading organization in the field of innovation, covering the entire continuum from creativity to entrepreneurship. Srijan Sanchar recently set up a networked incubator called Srijan Samarthan that develops further ideas of entrepreneurs/intrapreneurs/promoters who do not have time or other resources for pursuit of ideas, at selected institutions of learning. This incubator helps the academic institution in identification of faculty and student teams to work on ideas(products or services) proposed by the enterprises.

To know more, please visit: http://srijansanchar.com/

Sanshodhan

Sanshodhan is an E-Waste Exchange (EWX) emerged from E-Waste (Management) Rules, 2016, GoI. EWX is unique innovation serving as digital infrastructure for citizens and businesses, to directly transfer their electronic waste to Government authorized, technically competent e-waste recyclers. Recently, UK and DDCAP Abu Dhabi awarded this organisation a global winner for Support Disruption for Good (SDG) Challenge, Responsible Finance and Investment.

To know more, please visit: https://www.e-wasteexchange.com

CLEAN

Clean Energy Access Network is an all India representative organization launched in 2014 with a clear mandate to support, unify and grow the decentralized clean energy sector in India. It particularly aims to bring together diverse stakeholders across India working to improve energy access for the rural and urban poor and create an inspiring model for countries around the world to follow.

To know more, please visit: http://www.thecleannetwork.org/

Smart Village

Smart Village is a community empowered by Digital Technologies and Open Innovation platforms to Access Global Market. It is a group of passionate global citizens that are concerned about the 3.4 billion rural people in the world that do not have access to global markets. It works with, global corporations and universities to enable rural people to provide for themselves through entrepreneurship, job training and onboarding them to open innovation governments platforms.

To know more, please visit: https://www.smartvillagemovement.org/index.php

Maker's Asylum

Maker's Asylum is a community space focussed on fostering innovation through hands on learning. It also provides access to an ecosystem of stakeholders which includes Governments, Businesses, Incubators/Accelerators, Investors and subject matter experts. The space houses various labs that are co-located in order facilitate prototyping of ideas that are interdisciplinary in nature.

To know more, please visit: https://www.makersasylum.com/

AFIN

The Australasian Frugal Innovation Network (AFIN) resides within RMIT University's College of Business (Melbourne, Australia). It was established in 2018 aiming to become the leading frugal innovation hub for research, teaching and industry collaboration in Australasia. AFIN cooperates with leading global research institutions on a variety of projects that include academic research, the authoring of journal papers in addition to books and white papers. There is close networking with industry in developed and developing countries. AFIN extends its reach to undergraduate and postgraduate studies where it systematically integrates FI topics into cutting edge case study and theory based curriculum. Ultimately, the goal is to influence policy makers and product developers to take appropriate action that will lead to the greater good of society, the economy, and planet.

For more, please visit: https://www.frugalinnovation.online

SunMoksha

SunMoksha develops and field-deploys clean and sustainable technology solutions and provides consulting services for rural development and urban sustainability; with focus on climate change mitigation and adaptation. For rural development, it implements projects for socio-economic uplifting of the communities and farmers. For Urban sustainability, it deploys its solutions for management of energy, water, and environment. Its next-generation innovations, Smart Nanogrid™ and Smart AQUAnet™, are based on IoT/M2M/Cloud technologies and deliver the right amount of energy/water to the right location, at the right time, at the right price.

To know more, please visit: http://www.sunmoksha.com/aboutus.html

ICE&SDGs

ICE&SDGs serve for resource efficiency, circular economy, sutainability reporting, capacity building and they work for advancement of science and technology, R&D innovation to foster good governance and support the business for social good.

To know more, please visit https://circulareconomy-sdg.org/

PotHoleRaja

PotHoleRaja is a Public Platform to share, report and know the status of our roads. PotHoleRaja is an initiative from GroundReality. Their mission is to make roads Pothole free & to fix any within 3-5 days. They encourage public participation & encourage citizens to come out of the comfort zone to make our society a better place to live.

To know more, please visit: https://www.potholeraja.com

	Patron		Chair
	Mr. R. C. Sharma (President, FORE School of Management, New Delhi)		**Dr. Jitendra K Das** (Director, FORE School of Management, New Delhi)

Conference Registration

Registration Fee	Foreign (in USD $)	Indian (in ₹)
Corporate Delegates	300	6500
Academicians	200	4500
Research Scholars	100	2000
Students/NGOs/Grassroot Innovators	100	1000

Bank detail for making payment through NEFT/RTGS.

Name of Beneficiary	**FORE School of Management**
Account No (Saving)	**910010002240661**
IFSC Code	**UTIB0000015**
Bank	**Axis Bank Limited**
Branch Address	**Green Park, New Delhi – 110016**
MICR Code	**110211003**
SWIFT Code	**AXISINBB01vv5**
IBAN	**DE81501108006231605392** (Required if payment is in EURO)

On successful payment made, UTR number will be generated by the online system or the Bank (If paid across the counter). This UTR number must be sent to accounts section of FORE through email "accounts@fsm.ac.in" This will help to track the fee received by FORE.

Accounts section of FORE will confirm the receipt of the fee/payment to the students within 3 working days. If confirmation not received in 3 days, please send a reminder to "bhuvan.chand@fsm.ac.in" or "ficfai@fsm.ac.in"

Registration fee is payable online or through demand draft drawn in favour of 'FORE School of Management', payable at 'New Delhi'.

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