



## Signposts

### Meeting with South Korean delegate

A business and institutional delegate from Gusan Province, South Korea is visiting Pune on October 29. Maharashtra Chamber of Commerce Industries and Agriculture (MCCIA) is organising an interactive session followed by possible one-to-one meetings. Interested candidates are requested to submit their company profiles for consultation to facilitate the meetings. For details, contact Madhura Chipade on 020-25709213.

### Delegate to visit Metz Expo

Maharashtra Chamber of Commerce Industries and Agriculture (MCCIA) is organising visitors' delegation to Metz Expo, Moselle in France on December 9. Organised by Euro India Technology Sourcing (EITS) and MOSELLE Development Agency, this expo will present the candidates with great opportunities in meeting potential partners. To participate, send in your company profile and business interests to Sateesh Kulkarni on sateesh.kulkarni@cci.in. Contact +91 9810533609 for more details.

### DevFest 2014 on October 26

Pune Google Developers Group (GDG) is organising DevFest 2014 Android Wear Special on October 26, from 5 pm onwards, at Pune International Incubation Centre, Karve Nagar. The entry is free.

# 'Innovation brings new ideas to fruition'

*Affordable excellence is the need of the hour, said Dr Mashelkar, at the launch of Anil Rajvanshi's e-book 'Romance of Innovation'*

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Innovation is the successful exploitation of a new idea in any field of the market. For this to take place, three things are essential: speed, scale and sustainability.

If you don't innovate with speed, your competitor will take over. Second is the scale at every level and third is sustainability because whatever innovation one comes up with, it has to survive without government subsidies or other artificial support systems.

"It means it must be a good business model," said R A Mashelkar, eminent scientist and chairman of the National Innovation Foundation-India.

He was speaking after releasing an e-book titled 'Romance of Innovation' by Dr Anil K Rajvanshi at the

Centre for Development of Advanced Computing (C-DAC) on the Savitribai Phule Pune University campus on October 20. C-DAC's director-general Rajat Moona presided over the event.

Mashelkar said that 'affordable excellence', which is using cutting-edge science to deliver low-cost technology for the poor, is the need of the hour for India. He cited the example of last year's winner of the Anjani Mashelkar Inclusive Innovation Award that went to a 28-year-old innovator for creating a touch HD (high definition) device to detect one's haemoglobin level, by simply putting it around one's finger.

This young innovator was motivated by the needless deaths of women due to anaemia in rural India. Since women in rural areas were against giving blood out of some antiquated beliefs, the young innovator came up with a non-invasive method to check for haemoglobin levels. For this, he used high-end technol-

ogies to deliver this test at barely Rs 10, Mashelkar said.

"An innovator is someone who does not know that it cannot be done. He went ahead and proved the concept of affordable excellence. If you go in for making more from less, you'll get it for more and more people. That is true innovation," he said.

*Whatever innovation one comes up with, it has to survive without government subsidies or other artificial support systems*

He stressed that he was against the concept of 'jugaad' because it means being happy with whatever little we do or have. "That is an attitude most Indians have and we should change that for good. And I'm glad that Anil's book has thrown light on it," he said.

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### Praise for Dr Rajvanshi



Anil K Rajvanshi

Mashelkar praised the book's author Anil K Rajvanshi, an IIT-Kanpur and University of Florida alumnus, who left the US to settle in Phaltan in Satara district in the 1980s at the insistence of his wife Nalini. This was where Rajvanshi, assisted by his wife, undertook a number of

innovations as director of the Nimbkar Agricultural Research Institute (NARI).

"It certainly wasn't easy letting go of a comfortable life in the US and relocating to a very small rural town, with hardly any facility to conduct research and development (R&D). However, if one were to ask Rajvanshi what truly motivated him to do so, he would say that it was his inner Junoon (passion) that led him to do meaningful and satisfying R&D work in a place like Phaltan, where even to make a single phone call one had to travel all the way to Pune," Mashelkar said.

Rajvanshi has presented his life-changing and inspiring journey at Phaltan in the book. It is a human interest story of R&D in a rural setting.

"I call the book, Romance of innovation, as it is a story of what little we were able to accomplish at NARI, simply based on a very selfish reason of doing something meaningful in our lives. The book



also gives an account on how much more needs to be done in the area of providing basic amenities to rural population. I hope that some bright research-minded reader will take up this challenge," Rajvanshi said.



RA Mashelkar

PAHIL RAJ