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Editors

Lead Market India

Key Elements and Corporate Perspectives
for Frugal Innovations

 Springer

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यस्तु सर्वाणि भूतानि आत्मन्येवानुपश्यति
सर्वभूतेषु चात्मानं ततो न विजुगुप्सते ॥

*“He who sees all living beings in self; and the self in all
beings and forms; feels no hatred for anyone.”
(Wisdom from ancient India; sutra attributed to the
Ishaavsashya Upanishad)*

Preface

Our interest in India goes back to our early research on Research and Development (R&D) offshoring, a topic which moved many companies in the early years of the new millennium. In those days, firms primarily looked at India as an extended workbench for developing and manufacturing products or parts thereof. We started to travel frequently to India and interviewed many decision-makers in German and Indian firms, government agencies, representatives of chambers of commerce, and other industry associations. These discussions showed us quickly that to consider India merely as an extended workbench was incomplete. To fully realize the potential of India, companies would instead need to enter with a much stronger commitment. This could only be achieved through an intensive presence in the country, a deep understanding of the specific context through intensive local market research, and collaborative product development on-site.

This broader understanding was the trigger to start our research program “Global Innovation” in 2006. Since then, we have been fortunate enough to have kept on discovering new insights and developments with a high socioeconomic relevance for relevant stakeholders. The phenomenon of “frugal innovation” was one such discovery that we made early on and decided to go deeper into it. In 2013, we set up a Center for Frugal Innovation (CFI) at our institute with the purpose of “conducting and promoting research, consulting, and education in the field of affordable and sustainable innovations.” Today, we have research partners in academia, government, and the corporate world spread across many nations. Germany’s Federal Ministry of Education and Research (BMBF) has included the topic of frugal innovations in its current round of funding program called “Innovations- und Technikanalyse” (English: Innovation and Technology Analysis) and CFI partners with BMBF in this. Our engagement with India and frugal innovations has produced several publications, also in book form with Springer.

It is, therefore, a very special occasion to be placing our institute’s fourth book on a topic explicitly related to India, all of them with Springer, to our prospective readers. For this, we wish to thank all people who have directly or indirectly contributed to the successful completion of this work. First and foremost, our

sincere thanks go to all coauthors of contributed chapters. All colleagues at the institute and CFI have supported the efforts involved with this publication and have motivated us whenever needed. Due to space constraints, it is not possible to mention all of them, but special thanks are due to Dr. Katharina Kalogerakis, who is, and has been, not only a part of several projects at CFI and has coauthored two of the book sections but has also chipped in with readings and corrections whenever needed, and to Dr. Stephan Buse, who has been involved in different capacities in many studies presented here. Sincere thanks are also due to our student assistants Mithun Kumar Jayavarthanavelu and Vinoth Mathimaran, who have provided absolutely valuable assistance with all manuscript-related tasks with great enthusiasm. Carola Tiedemann and Andreas Kühl have provided wonderful support with administrative and IT-related issues, respectively. The list would remain incomplete without mentioning the persistent support of Prashanth Mahagaonkar, friend and editor at Springer Verlag, who was throughout this project (and also beyond it) available for a thought-provoking and motivating discussion. We would also like to express our sincere thanks to Ms. Kalpana Balaraman, project coordinator, at Springer for bearing with us patiently and providing a dignified and excellent professional support in the face of all challenges.

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Notwithstanding the fabulous support granted by a great number of people to the successful completion of this project, any errors and omissions, needless to say, remain entirely ours.

Hamburg, Germany
Hamburg, Germany
July 2016

Cornelius Herstatt
Rajnish Tiwari

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