



**LOOKING BACK,
WITHIN AND AHEAD**
Celebrating Indigenous Wisdom

OE2304

ART OF JUGAD



INSTRUCTOR

JAGAN MURUGAN

Jagan is an Industrial Designer/ Educator and an artist with 24 yrs of work experience. His core strength has been focused on design, planning, management, execution & installations, value engineering & application of frugal Innovation principles in Design..

Portfolio: www.coroflot.com/jaganmurugan/portfolio

OVERVIEW

JUGAAD or Frugal innovation is the process of reducing the complexity and cost of a good and its production. India has a very rich Jugaadi culture which needs to be addressed from Design point of view, as it a potential source of pure untapped Innovation. We aim to Learn from frugal innovation process and apply it in industrial Innovation. To understand the practice of Creative, Critical & Integrative thinking in design & Technology domains. Applications of the Principles of Jugaad in Design or as part of any product / service activation towards achieving proficiency, value creation & Innovation.

METHODOLOGY

- Lectures or Workshops
- Group discussions, team working
- Self-directed study and simulations
- Visual presentations
- The Workshop is open to all Discipline in Design (ID /VC)

KEY WORDS

Jugaad, Innovation, invention, Cultural, Enterprising

AVAILABILITY

20 Seats