

Session 4: 26th May 2020

Indian IT Industry and Innovation by Mr. Yukio Takeyari, Chair, NASSCOM Japan Council; Former Managing Director, Sony India Software Centre Pvt. Ltd.

- At the beginning, a brief overview of India was provided followed by the Indian IT-BPM revenues, and major software companies.
- Thereafter, a brief introduction to Bangalore city was provided, before explaining its significance as an ideal starting point for large technology companies from around the world to establish a base in India. The circumstances and the context (HC, sales, customers) under which Bengaluru became India's Information Technology hub was also explained.
- A case study on India's 2nd largest technology company 'Infosys' was presented showcasing Infosys' Global Education Center at Mysore.
- The diverse range of IT companies currently functioning under the R&D center (Google, Amazon, Samsung etc.) and technology park in Bangalore were also discussed.
- The focus then shifted from large companies to startups. India's 24 unicorns (companies valued at over 1 billion USD) were brought into the spotlight and a few were discussed.
- The final part of the presentation revolved around the idea of "reverse innovation" in India - the strategy to develop products in emerging markets and expand them globally.
- The key examples of the Narayana Health Hospital, Aadhaar card, Digital India and India Stack, were also discussed for reference to students.
- By the end of the presentation, the students had a large variety of questions ranging from the start-up ecosystem in India to the meaning of the word "Jugaad".

India and Innovation

- **Diversity (Culture, Religion, Language, Food, Rich and poor)**
- **Various constraints (cost, infrastructure, etc.)**
- **Abundant human resources and IT technology**
- **Jugaad spirit**

- Power to manage somehow (なんとかする力)
- Everything is possible (やれば出来る)
- Take a pinch as an opportunity (ピンチをチャンスにする)
- Never give up (決してあきらめない)

JUGAAD INNOVATION

- ① Seek Opportunity in Adversity (逆境の中でチャンスを探す)
- ② Do More with Less (少ない投資で最大の効果をえる)
- ③ Think and Act Flexibly (柔軟に考え行動する)
- ④ Keep it Simple (シンプルにする)
- ⑤ Include the Margin (今主流ではないターゲット層も考慮)
- ⑥ Follow Your Heart (自分の直感の従う)

