

Indian Jugaad

– Improvised ingenuity –

Using limited resources to devise ingenious and frugal mobility solutions

February
01st to 08th,
2018

Watch out,
European SMEs in
the mobility sector:

This program
is for you.

Executive summary

Who is the target group?	European SMEs in the mobility sector
When will this program take place?	From the 01st to the 08th of February 2018
Why is it being organized?	To help SMEs create innovation. Beyond that, participants will get the intercultural knowledge about Indian business culture to enter the Indian market.
How many participants will be allowed?	Six to twelve (maximum) participants from different companies in each learning circle
Who is the organizer?	The Executive Agency for Small and Medium Sized Enterprises (EASME) commissioned icunet, the leading provider for intercultural consulting and global mobility with offices worldwide, to carry out learning circles in different emerging markets for various business sectors. So, be sure to look out for the upcoming learning circles on other topics!
How much does it cost?	Participation is free for selected participants. Only flights to and back from India have to be paid for by the participants.

What are the benefits for SMEs?

Building innovative internationalizing SMEs does not happen by chance. Internationalizing SMEs often focus on developed markets, such as the United States or the European Union because they offer both a big market to grow the business, as well as seemingly familiar culture. But growing SMEs into businesses with global reach means reaching out to emerging economies. Here, the unfamiliar can feel overwhelming and the potential market more intimidating.

Concrete take-aways and added values of the program

- better understand the business culture/consumer needs in India and learn how to do business in India
- intense training and coaching nuggets on culture and innovation
- learn how to innovate for your business in India
- B2B opportunities and networking

Additional benefits:

With the support of EASME and in consortium, technopolis group, itim international and icunet have developed a set of tools to help companies to become more familiar with the business cultures of various developing markets: An online library, a training and mentoring package and the learning circle in India.

Why India?

India is a land of innovations. Necessity is the mother of all invention, and in a country like India, necessity is everywhere. Indians use the Hindi term “jugaad” (“joo-gaar”) to describe how to innovate and create simple yet effective products and solutions with limited resources. To study innovation and get inspiration from India, we need to dive deep into its culture and look under the surface of Indian Jugaad.

Your program in India*

From experiencing the local heartbeat to finding the pulse of the emerging market

- **Day 0:** Arrival
- **Day 1:** Mumbai – **Local heartbeat: A day with Dabbawala**
- **Day 2:** Mumbai – **Transportation Best Practices in India**
Maker Auto, Food Trucks in Mumbai, City Tour
- **Day 3:** Transfer
- **Day 4:** Bangalore – **Transportation Best Practices in India**
Swiggy, Ola Cabs, Fusion Food in Bangalore, City Tour
- **Day 5:** Bangalore – **icunet Innovation Event**
 - Innovators from across the country invited to give a short presentation on their creations
 - Innovation and B2B opportunities
- **Day 6:** Bangalore – **Intercultural Awareness** and Brainstorming on **Application of the Innovation ideas** that were studied
- **Day 7:** Departure

*preliminary program



Selection criteria and application process

- Please get in touch with Veronika Hackl (veronika.hackl@icunet.ag) of icunet. She will provide you with the application form and further details on the application procedure.
- 25% of the seats in each learning circle are reserved for EEN members and their companies. You are very welcome to get in touch with your local innovation and trade agency and ask about those special seats.
- The application procedure is open until Friday, December 01st, 2017.
- Follow this link for more information: x.icunet.ag/?!cindia

Good to know

- Visa:** Participants need an eVisum Business for India which can be ordered online for participants from Europe. Applications should be submitted at least 14 days before departure.
- Costs:** **Participation is free** for selected participants and includes board and lodging as well as all points on the program as well as transportation within India. Only the flight to Mumbai and back from Bangalore must be paid for by the participant.

Trainers of this Learning Circle



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