

## Udbhav Kendra Incubation Awareness and Sensitization Program

### Web Lecture cum interaction : Grassroots Innovation in Himachal Pradesh

The initiation and beginning of Incubation Awareness and Sensitization Programs, as part of Foundation day celebrations of CUHP, began with reciting Shanti Mantra by Professor O. S. K. S. Sastri, Director, Udbhav Centre, CUHP. The interaction has been guided by an enlightening talk by Dr Sarvesh Kumar, Member Secretary, Assistant Professor, HPKVBS, CUHP and the session was attended by PHD and MSc students of Physics and MBA departments. Dr Sarvesh deliberated on the way to integrate management discipline with the societal need by bringing down an ongoing technology based phenomenon, called as grassroots innovation, which is reshaping the Indian Society by introducing new product choices. The structure of existing format in Indian society is discussed with reference to economic, political and technological environments. The talk gave a broad outline regarding the growth, development and scope of Indian incubation system in Rural parts of HP, present state of public and private sector, and the current business environment scenario and changing trends. In addition, an attempt has been made to provide a brief introduction to the phenomenon of technology transition. The diverse knowledge streams, sans the legal and policy environment in which the HP agriculture based industry exists and the Indian policy structure for incubation and new technology related issues juxtaposed with International policy initiative in which the actors and drivers of technology transition had been discussed.

In India, as much as in the world, there are community-based innovators identifying new ideas and possible solutions to local problems. Based on these practices, there are entrepreneurs working at a regional, national or international level. This diversity of innovations is at the heart of sustainability. However, lack of voice, and visibility and velocity keeps most of these innovations localized in various pockets unable to make a larger impact, in accordance to the Honey Bee Network. The range of solutions being created need to be shared at a global level. This is the gap that the Grassroots Innovation Database (GRID) wants to bridge. A top-down model does not do justice to a domain which can significantly uplift emerging economies with problems around the scarcity and management of resources. Consequently, there needs to be more attention diverted to grassroots innovators and they should be integrated into any mainstream imagination of the economy. Observing the age old traditions to formulate Grassroots innovation is need of the hour. The concept from University to society and using beehive technique to accelerate the path of innovation would be the scenario envisioned in the near future. Grassroots innovations emerge when existing systems and practices fail to serve people's needs. They can arise through serendipity, systematic experimentation, trial and error, or combining solutions in new ways. In some regards, the methods of problem solving in the formal and informal sector are similar in an agrarian state like Himachal Pradesh. Tapping the Entrepreneurial Potential of Grassroots Innovation and encouraging development of small tools / manual machines for farm operations requiring high degree of control and low power inputs will increase productivity of manpower and reduce drudgery. Here, CUHP and its different Departments can play an important role.

Incubation centre plays an important role in bridging the societal need by encouraging business opportunities for Faculty members, Research scholars, Students in collaboration with industrial partners. Grassroots innovators emerge from within the community itself and many a times devise simple

solutions to prickly problems that can confound many seasoned researchers. Often, these grassroots innovators are not only unaware that they are 'innovating', they do identify possible solutions and even make them scalable, cost-effective, and impactful. These business opportunities provide avenues for entrepreneurial activities leading to job creation. When India has entered into its Amritkal, it is important that we should focus on job creators rather than just job seekers. Himachal Pradesh has enormous potential for start-ups in six broad categories — livelihood, natural resource management, energy, circular economy, assistive technology, and waste management. This is a pertinent observation, as grassroots innovations are often marked by exceptional organizational acumen, deft deployment of available resources and an immediacy towards the local context. Inventions and developments at the grassroots level can radically boost an economy like India with its consistent race towards managing resources to provide for a gigantic population.

The Program ended with National Anthem.