



Jugaad: An Experiential Learning Quality Ignite Survival Strategy

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Abstract : It is well known that, *Jugaad* is a colloquial Hindi word that means, an innovative way to (strategically) fix a problem or a simple work-around. It is much explicit way in which street mechanics work around to create new things with meager resources for their livelihood and it is a source of livelihood for many of the Indian families, since they are not in position to fetch more lucrative job in the organized sectors or

rather lack of job makes them to do something with the available resources to earn livelihood. In other words, traditionally due to various facts and reasons of not getting means of earning, one used to take up small work on the street or family business. Hence 'Jugaad' is the concept of survival tactics, as well as an experiential learning mode for the doers and in the process it ignites the quality in the work.

In the west, basically in America, the concept of hack / kludge is very similar to jugaad but now a days, it refers to intellectual art form. But originally it does the work of what is to be done with conventional method of work (within available resources). Of late, most of the Organizations increasingly accept 'Jugaad' as a management technique and a form of frugal engineering, which paves way or is the root for innovation and development through less investment and expenditure. Of late, the knowledge society and high level of engineering & technology are creating lot of innovations for effective, efficient and economical usage and utility, wherein the role of innovation is more crucial and significant. In this process simple innovative fix or a simple work-around in determined/planned direction is called intellectual / experiential learning or Jugaad in new form, a quality ignite survival strategy. The days of meager resources for ones livelihood since not fetching lucrative job in the organized sectors have gone but it is now more about 'less for more' in technology and usage to survive in the competitive market.

Keywords : simple work-around, fix a problem, experiential learning mode, survive in the competitive market.

INTRODUCTION :

On a November, 2013 afternoon, a dozen executives from companies including investment banks, Rothschild and Goldman Sachs (GS) and tech research firm Gartner (IT) ringed a conference table in brownstone on New York's Upper East Side. They were there to learn how U.S. businesses could develop products more cheaply and quickly by borrowing strategies from India. Speaker NaviRadjou, who heads the recently formed Centre for India and Global Business at England's Cambridge University, summed up his advice in one word: jugaad. A Hindi slang word, jugaad (pronounced "joo-gaardh") which translates to an improvisational style of innovation that's driven by scarce resources and attention to a customer's immediate needs, not their lifestyle wants. It captures how Tata Group, Infosys Technologies (INFY), and other Indian corporations have gained international stature. The term seems likely to

enter the lexicon of management consultants, mingling with Six Sigma, total quality, lean, and kaizen, the Japanese term for continuous improvement. Like previous management concepts, Indian-style innovation could be a fad. Moreover, because jugaad essentially means inexpensive invention on the fly, it can imply cutting corners, disregarding safety, or providing shoddy service. "Jugaad" means 'Somehow, get it done,' even if it involves corruption," cautions M.S. Krishnan, a Ross Business School professor. "Companies have to be careful. They have to pursue jugaad with regulations and ethics in mind."

More than a Fad? The rise of jugaad raises another question: Do companies really need to pay someone to tell them something that's as elementary as keep it simple? "Having a consulting industry built around jugaad is almost anathema to the word itself," says Robert C. Wolcott, executive director of Northwestern University's Kellogg