



PRESS RELEASE

“Diversity is the greatest asset and a driver for Innovation”

Innovation is a key goal for organisations and governments, a sure recipe for growth, success and often, survival. But what is innovation? Is it the same as improvisation? And how does jugaad fit into the definition of innovation? Innovation ranges from invention based on cutting-edge technological research to the makeshift jugaad vehicle; from new products to improvisations in music. The book **Crooked Minds: Creating an Innovative Society** by **Dr Kiran Karnik**, *Member of the Scientific Advisory Council to Prime Minister* looks at the idea of innovation, its relevance for companies in today’s day and age, whether innovation leads to concrete benefits or not, and why it is necessary for organisations, governments and even individuals to constantly innovate.

New Delhi, 17th January 2017: Ananta Aspen Centre in partnership with Rupa publications organised a book release of Dr Kiran Karnik’s book **Crooked Minds : Creating an Innovative Society**. The event saw Dr Kiran Karnik engage in a thought provoking conversation with **Mr Arun Maira**, *Former Member, Planning Commission of India*. **Mr Kapish Mehra**, *Managing Director, Rupa Publications* also shared his thoughts regarding the initiative of an individual which can act as a stimulus to innovation.

Sharing his take on what innovation means to him, Dr Karnik emphasised that “Innovation has to be a novelty and needs to have an impact on the lives of people. It also needs to make substantial and radical changes in the lives of people which are socially sustainable and viable.” Dr Karnik also asserted that investing in Research and Development (R & D) wing of any company cannot be a determinant for innovation. The process of innovation itself has to be innovative. For Dr Karnik, the process of managing innovation kills the environment for innovation and the best way is to create a system where anything can come up on its own. In his book, he also discusses about diversity being a crucial factor in exhibiting creative technology with a lot of scope for countries like India and China to come up with innovative ideas. Dr Karnik also highlighted the importance of cross-disciplinary changes for creating a climate for innovation with a lot of potential for collaborations within the country and outside.

About Ananta Aspen Centre- *An independent organization, Ananta Aspen Centre is registered under the Indian Trust Act. It focuses on leadership development and encourages frank and open dialogue on the most important issues facing Indian society, to help foster its transformation. The Centre also engages civil society, business, governments and other key stakeholders on issues of importance to India’s development, foreign policy, strategic affairs and national security.*

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