

PART 1 and 2: Creativity & Innovation

1. In the world of technology, where every other company is trying to overdo the other, the creativity and innovation are becoming integral part of the business. Successful companies do not wait for the innovation to happen rather they seek opportunities to stay ahead in the competitive market. This is not only limited with private sectors but organisations from public, private and civic sectors all are striving for innovation. Adding to this, Australian Federal and State Governments have concluded that innovation is vital for the success of any organization. For a successful organisations believe in consistent performance, moreover, they outperform the organisations which do not believe in innovation or delay the process thinking that their organization does not need innovation. It is a step by step process which begins from realizing that an organization can utilize the available opportunities. This is known as identifying the need. Then organisations starts focusing on the creative and innovative efforts to make that happen. This is followed by the following steps idea generation, evaluation, development and implementation. This is a six stage approach to innovation which can be applied to many areas such as strategies, relationships, structures, processes, products and the organization itself. This is true that the innovation is simple, but not easy. According to Peter Drucker marketing and innovation both can make business successful and both require creative thinking. Companies such as Dell, Starbucks, Wal-Mart or Harley Davidson have inculcated creativity in their implemented which is innovation in their practices. These companies have approached the task of creating an innovative culture by amalgamating their strategies with creativity. It is difficult for few organisations to embrace innovation because it also brings changes in the organizational practices. While implementing innovation organisations should involve their employees and inform them beforehand for the changes they are planning to bring in. This will not only prepare them to accept the change but their involvement will also give organisations new ideas and better ways of implementation.

2. Doblin has ten types of innovation described in its model. The model covers almost all sorts of innovations or combination of two or more. The model has divided the innovation process in three categories configuration, offering and experience. The top ten innovative companies in India have also brought innovation in their business practices. As discussed earlier that not only private companies as well public and civil companies are also trying to bring in innovation in their practices.

The top most successful venture in India as an example of innovation is the Unique Identification Authority (UIA). This is the multimodal biometrics such as fingerprints, or iris scans have been used by the government offices. It verifies the identity of a person through mobile phone by sending the one time password (OTP). This innovation is an example of configuration where organizations public or private re-invent their existing practices. India is facing illiteracy as a biggest challenge and UIA enables illiterate people to get the benefit of the instant and paperless banking services. At the moment, there are at least 450 million Indians have already received their UIDs so that they can make safe and secure cash transfers.

ZipDial, the second most successful innovative organization, has a unique business model. ZipDial assigns a special number to its clients on which their customers can give a miss call. This miss call facility to the customers has saved their money and has also encouraged them to dial a number broadcasted in the advertising and hoardings. This facility has helped companies to expand their lead generation process which will ultimately benefit their business. The ZipDial model is an example of the Doblin's Offering where organization get an added service designed as per their needs and requirements of the business. ZipDial has identified that each company now a day wants to have an expanded data.

INNOZ is an offline Google through which people using basic phone can also search the information. Not only this, Innoz App store enables people to access Facebook, Twitter and email offline. This innovation has converted dumb phones into smart phones. So far the service has been used by 120 million users and has processed 1.3 billion queries. The innovation by Innoz is an example of Doblin's offering where it has identified the opportunity and focused to convert it into a creative idea for an innovation.

Goonj is a platform where urban people can donate their household material to the one who are in need. These people in need are impoverished, rural and victims of flood, earthquake or any such disaster. In exchange of these household products these people build schools, toilets and roads for connectivity. This is an example of Network in the Doblin's Configuration. The platform has brought several households together to provide help to the needy.

Eram Scientific Solutions has developed a unique public toilet system known as Delight. The system is equipped with motion-sensor lights and fans to save energy. It has automatic toilet flush which works when people enter and leave the toilet. This helps the public department to keep public toilets clean. Till now four hundred automatic systems have been installed yet and 6,000 more are in the pipeline. This innovation is an example of service coming under the category of Experience in the Doblin model. Eram has identified that the people are not using public toilets appropriately and keep them dirty. Dirty washrooms can cause severe problems and health concerns which can be decreased with the automatic flushing system.

Mitra Biotech has reinvented the cancer drug therapy. The company has planned to create an artificial environment for the patient's tumor and then testing drugs on it so that a personalized treatment can be developed for the cancer patients. This is the customer engagement, where customers are also involved in the innovation process so that they can get a personalised treatment.

Interviewstreet is an online job provider for the programmers. The organisation gives a platform to the companies looking for programmers. Companies can screen and hire the programmers through an online coding test. It has been noted that recently the company has placed 40 Indians in the hottest jobs. The interview street also comes under the service category of Experience. The business is providing an offering to the students by understanding their needs that they require a secure and stable job in a good organization.

Mydentist is a chain of dentists operating in Mumbai and Pune. The chain provides dental treatment to the underprivileged people such as domestic help, cab drivers, people living in slum and those who cannot afford the treatment. The chain is operating at 75 locations and offers affordable treatment to the underprivileged crowd. It reflects the innovation in the channel which an organization is implemented. It connects dentists and needy people for their good health

Olacabs is India's largest car rental brand is succeeding by utilizing the technology. It has approximately 7,500 cars a growth rate of 25% for every month. Currently, operating in four largest cities, the company provides quick service to the customers requested for the cab at different locations. Its business is a combination of network and structure. The way OLA has developed itself by creating a structure and spreading it through a robust network.

Cloudnine offers the pregnancy and neonatal care so as to reduce the infant and maternal mortality rate. It has emerged when government of India was lagging in keeping the mortality rate low as compared to other developing countries. With Cloudnine, now the mortality rate is 99.72% across 16,000 in the Bangalore based healthcare centre. The organization has innovated in the service to provide better healthcare services to the mother and the child.