Jugaad

Hindi word meaning an innovative fix; an improvised solution born from ingenuity and cleverness; resourceful. Also known as zizhu chuangxin in China, gambiarra in Brazil, D-I-Y in the United States, jua kali in Africa, and système D in France.

JUGAAD

INNOVATION

Think frugal, be flexible, generate breakthrough growth

NAVI RADJOU  JAIDEEP PRABHU  SIMONE AHUJA