

M3TC SEMINAR

MINERALS, METALS AND MATERIALS TECHNOLOGY CENTRE (M3TC)
FACULTY OF ENGINEERING
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TOPIC	Innovation's Holy Grail: Getting More from Less for More
SPEAKER	Dr R.A. Mashelkar, National Research Professor and President of Global Research Alliance
HOST	Prof. Arun S Mujumdar (Director, M3TC)
DATE	Thursday, 19 January, 2012
TIME	10:00 - 11:30 am
VENUE	Engineering Auditorium (EA), Faculty of Engineering, National University of Singapore NUS Campus Map & NUS: Faculty of Engineering

Please register via email: englctc@nus.edu.sg

SYNOPSIS	<p>Achieving 'truly' inclusive innovation, means catering to the needs of 4 billion people, whose income levels are less than \$ 2 per day. For this, we need to make some paradigm shifts. For instance, getting more (performance) by using less (resources) for more (profit) is a well known strategy of industrial enterprises. However, more (performance) by using less (resources) for more (people) creates truly 'inclusive growth'.</p> <p>The objective of More from Less for More (MLM) type of innovation would not be just to produce low performance, cheap knock-off versions of rich country technologies so that they can be marketed to poor people. Rather, the objective is to harness sophisticated science and technology know-how to invent, design, produce and distribute high performance technologies at prices that can be afforded by majority of people.</p> <p>The lecture will illustrate as to how such MLM type of innovations can be made possible through technology, business process, research process, organisational and policy innovation. The MLM framework pioneered by C.K. Prahalad and Ramesh Mashelkar (HBR, July-August 2010) will be presented.</p>
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BIOGRAPHY	<p>Dr. R.A. Mashelkar is a National Research Professor and the President of Global Research Alliance. Dr. Mashelkar was the Director General of Council of Scientific and Industrial Research (CSIR) during 1995-2006. He was also the President of Indian National Science Academy (2004-06).</p> <p>Dr. Mashelkar's research in polymer science and engineering has won him many international laurels. He was elected as Fellow of Royal Society (FRS), London, Foreign Associate of both National Academy of Science and National Academy of Engineering (USA), Foreign Member, American Academy of Arts & Sciences, Fellow of Royal Academy of Engineering, U.K., Foreign Fellow of Australian Technological Science and Engineering Academy and The World Academy of Science (1994).</p> <p>Dr. Mashelkar has been a member of Science Advisory Council to the Prime Minister (SAC-PM) set up by successive governments. Dr. Mashelkar is currently a member of National Innovation Council (NInC) and also the Chairman of National Innovation Foundation, Reliance Innovation Council, Thermax Innovation Council and Marico Innovation Foundation.</p> <p>Recipient of Padmashri (1991) and Padmabhushan (2000), thirty universities have honoured Dr. Mashelkar with honorary doctorates, which include Universities of London, Salford, Pretoria, Wisconsin and Delhi.</p>
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All Are Welcome. Admission is Free

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