TRENDS & INNOVATION FROM INDIA

A crowdsourced report by the participants of Trend-Driven Innovation Program

November 2020
Welcome to our first snapshot on the India market.

This report explores 3 featured trends illustrated by 4-5 innovations and a round-up of 15 innovations from India in 2020. They are spotted by the participants of the Trend-Driven Innovation Program, a certification program by TrendWatching & QGLUE, and curated by the team at TrendWatching.

Also check out the Outro for a sneak peek of how some of the program participants did their trend analysis.

Enjoy!
METHODOLOGY

Our Trend-Driven Innovation methodology aims to help companies understand what their customers will want next by identifying expectation gaps created by the tension between basic needs and drivers of change. And then looking at innovations to resolve that tension.
TREND HIERARCHY

A cluster of innovations form a trend. A trend sits under one or more megatrends.

Our Trend Framework covers the 16 megatrends that define the future of business and consumerism at large. It forms the foundation of our research and analysis process.
TREND FRAMEWORK

Megatrends are big, slow moving ‘currents’ that remain broadly stable year-on-year, and can be applied across regions, industries and demographics.

Understanding – and innovating – around these key themes is the first step for organizations that want to stay up-to-date with changing consumer needs and expectations.
Our Trend Framework

Status Seekers
The never-ending pursuit of status

Betterment
The universal quest for self-improvement

Security Systems
The core need for safety and security

Youniverse
The desire to be seen and served as unique

Local Love
The importance of local context

Playsumers
The ageless quest for fun

Ephemeral
The scarcity of time and its consequences

Helpfull
The demand for convenient and superior service

Joyning
The core instinct to connect with others

Human Brands
The search for more authentic brands

Better Business
The belief that purpose precedes profit

Ubitech
The ever-greater pervasiveness of technology

Infolust
The need for relevant and actionable information

Fuzzynomics
The collapse of the barriers between consumer and producer

Pricing Pandemonium
The fluidity of price and value

Post-demographic
The death of demographic segmentation
ON TO THE TRENDS
SAFETY NET

Consumers are embracing digital technologies that keep them safe.
COVID-19 has brought our needs for safety and security to the forefront. As the situation worsens, among other concerns, 61% of Indians are worried that their loved ones will eventually get infected (YouGov, June 2020). Brands can help by creating product, services or initiatives that give consumers some peace of mind.
AAROGYA SETU

Government’s tracking app keeps citizens safe from COVID-19

July 2020 saw the Indian government roll out its official coronavirus tracking app Aarogya Setu. Developed by the central government and NIC eGov Mobile Apps, the application warns users if they have been in contact with any recently infected people. It tracks people’s data using Bluetooth, location generated graphs and user provided information. Additionally, the app also offers features like a Self Assessment Test and a complete list of helpline numbers across the country.
ASIMOV ROBOTICS

Robots assist in hospitals and public spaces

April 2020 saw Asimov Robotics, a start-up based in Kerala, deploying robots called KARMI-bot at a government hospital in Kochi to serve food and medicines to COVID-19 patients to reduce risk of infections for doctors and health workers. KARMI-bot can carry up to 25kg load with a maximum speed of 1m/s. It is also able to perform UV-based disinfection and targeted detergent spray. Additionally, the company also installed the robots at entrances to office buildings and other public places to dispense hand sanitizer and deliver public health messages about the virus.
June 2020 saw the emergence of ‘Captain Arjun’, an artificial intelligence robot stationed at Pune railway station. The robot conducts thermal scanning of passengers, educates them on preventing the Covid-19 spread and displays utmost sensitivity to suspicious and abnormal activity. If any person’s temperature is more than the reference range, an alarm will notify a member of the railway protection force and it also has speakers to play awareness messages on Covid-19.
At the start of the pandemic, Kochi-based AI Aerial Dynamics started helping the Kerala government fight the virus by designing an UAV (Unmanned Aerial Vehicles) capable of spraying sanitizer, tracking people leaving their homes during the lockdown and thermal scanning of crowds. The startup has autonomous UAVs from 2 kg to 100 kg payloads, with sensors, video, data link, and ground control station. It was incubated at the Maker Village and was registered in January 2020.
Brands find creative ways to eliminate waste and unlock new source of value – for the good of society and the planet.
79% of global consumers are changing their purchase preferences based on social responsibility, inclusiveness, or environmental impact (Capgemini, Aug 2020). And COVID-19 will only further accelerate this trend. The good news: some of India’s brightest minds are already acting on this trend, working on innovations that will create a more sustainable future for all. Time for you to jump onboard!
INDIA’S RECYCLE MAN

Innovator turns biomedical waste into bricks

In April 2020, Gujarat-based Binish Desai, also known as India’s Recycle Man, converts biomedical waste, like face masks, gowns, and head-covers into bricks. Called Brick 2.0, the invention is made using 52% of shredded PPE material, 45% paper sludge, and 3% binding agent-formulated gum base. The waste is sourced from hospitals, schools, salons, bus stops, and other public places by placing ‘Eco Bins’.
ISHITVA ROBOTIC SYSTEMS

Startup designs AI robot to safely segregate waste

To increase India’s recycling rate and better health safety measures for thousands of ragpickers, Ishitva Robotic Systems (IRS), developed an AI robot that segregates waste in May 2020. The robot, dubbed ‘Sanjivani’, can sort five tonnes of waste in an hour, without any health risks like coming in direct contact with hazardous waste such as syringes, sanitary napkins and so on.
In June 2020, five students from the Shiv Nadar School in Gurugram, calling themselves Fluid Force, launched their simple water device that can save over 1000 liters of wastewater rejected by RO systems in a day. The device is a tap that can be fixed to washbasins which recycles the RO wastewater and pumps it back into the regular tap.
Ramansh Bajpai, a 27-year-old Civil Engineer from Kanpur, has designed a cheap transparent concrete aimed at lowering electricity use in homes by 30%. Made from industrial waste and free from carbon dioxide, the energy-saving bricks are 23% stronger, 5% lighter and allow sunlight to pass while blocking heat and water.
PRACTICAL EMPOWERMENT

Bringing support to marginalized consumers.
Millions of marginalized consumers are facing obstacles in their day-to-day lives – whether caused by poverty, gender discrimination or barriers to technology. Yet nearly 9 in 10 people in India want a more equitable world post COVID-19 (World Economic Forum, Sep 2020).

Brands who are willing to acknowledge, cater to and – most crucially empower – these marginalized groups will reap rewards from consumers everywhere.
SAKHA CONSULTING WINGS

Women-only taxi service expands to Delhi airport

In January 2020, Delhi airport was added to the list of Sakha Consulting Wings, an all-women cab service already operating in Indore, Jaipur and Kolkata. The service, dubbed ‘Women with Wheels’, aims to make women feel safer in taking a cab from the Indira Gandhi International Airport. It’s exclusively available for women commuters and run by female drivers, men are only allowed if they are accompanied by a woman or women. Additionally, the cabs are equipped with a GPS and panic button so commuters or drivers can call for help when needed.
In August 2020, Elango Rangaswamy, a researcher, engineer and activist, unveiled his “Fully Solar Operated Sodium Hypochlorite (HYPO) Solution Production System” which can be used to make disinfectant. The unit uses solar power instead of grid current to facilitate the disinfection process which saves the burning of coal or burning of oil or any other fossil fuel. The machine has been created in a user-friendly manner to provide job opportunities for women in rural areas.
ARIEL

Ariel airs ad highlighting unequal division in households

Ariel’s fourth chapter of the ‘Share The Load’ campaign, aired in March 2020, highlights the impact of the unequal division of chores on women’s well-being. The film shows a little girl missing her mom at night and sees her walking around to do multiple household chores, tired and sleepy. The little girl makes her father realize what’s been going on and prompts him to help.
In June 2020, Thane-based RuKart Technologies designed a low-cost innovative machine called the Subjee Cooler to help marginalized farmers get access to cold storage facilities. After COVID-19 lockdown many farmers were left in a tight spot, they couldn’t hire laborers to aid with the harvest. The agritech startup saw a solution in the Subjee Cooler, an affordable, no-maintenance vegetable cooler which allows farmers to store their produce for a few days so they can get a better price for it.
EASY HAI

Sisters launch platform to boost digital literacy among elderly

In August 2020, MBA graduates and sisters, Shreya Bajaj, 30, and Surbhi Bajaj, 26, from Bengaluru, came up with the service Easy Hai. A way to help senior citizens learn how to make use of online grocery shopping, use virtual meeting apps and educate them about fake news and WhatsApp forwards. With the pandemic demanding the use of online resources and virtual meetups, several elderly members in Indian households faced difficulties understanding technology.
ROUND-UP

15 best innovations to steal inspiration from!
CULT.FIT

Fitness brand launches workout challenge paired with donations

To raise awareness around lack of exercise and a rise in illnesses, fitness brand cult.fit launched the #MovementForMovement challenge in March 2020. For every person tackling the challenge and completing 12 days of online workout, cure.fit contributes INR 100 to the Prime Minister’s COVID Relief Fund. Users had to first accept the challenge via cult.live and work out for any 12 days between 27th March-15th April 2020.
The Westin Gurgaon, a hotel in New Delhi, announced the launch of its premium luxury coworking spaces after receiving a lot of enquiries from startups and companies who let go of their office space due to the pandemic. Ibis India also introduced Work@ibis across all its properties in India, providing a safe, alternative working space to individuals and organizations looking to work remotely.
Mercedes-Benz offers home delivery on vehicles

April 2020 saw Mercedes-Benz India further develop its online sales platform, offering to deliver vehicles to customers’ homes. The campaign, called ‘Merc from Home’ aims to make life easier for customers purchasing a vehicle using digital tools to facilitate the entire process including online payment of products and services. Consumers can also use the ‘Live Mercedes-Benz Consultation Studio’ set-up for personalized product demonstration and consultation.

MERCEDES-BENZ INDIA
August 2020 saw the launch “Yo! Help”, a 24x7 real-time chat assistant for guests with a valid booking across OYO hotels and homes globally. Offering this technology, the hotel chain aims to provide a seamless experience for its guests, answering any question they may have, from booking to post-checkout or cancellation.
EXPERTRONS

AI-based chatbot offers tips on career choices

Expertrons Expertrons, founded by Vivek Gupta and Jatin Solanki, is an Artificial Intelligence video-powered platform that offers tips and mentorship on career choices for students and professionals. The platform captures the interview experience of experts and professionals in a 30 to 40-minute video format.
Hyper Lychee

Startups unveils hand-held electric scrubber

In August 2020 Hyper Lychee, a home appliance startup, unveiled the design of its first product: an electric scrubber to simplify cleaning surfaces. Skadu, is a hand-held scrubber that helps people scrub various kinds of surfaces with ease and comfort, with the scrubber disks rotating in opposite directions.
MARUT DRONETECH

Drone startups help with COVID-monitoring

Start-ups such as Marut Dronetech have partnered with state governments to test the use of drones to monitor adherence to social distancing rules. Drones are also being used to deliver medical supplies and even check people’s temperature using thermal imaging.
NIT WARANGAL

Researchers develop multi-purpose sterilization system

Researchers at the National Institute of Technology in Warangal have developed a multi-purpose, chemical-free and safe sterilization unit called ‘OzoNIT’. The system, resembling a refrigerator, can easily disinfect vegetables, fruits, packed foods, and more, in one hour by producing 500 milligrams of ozone gas from ambient air. It kills all types of viruses, fungi, and bacteria up to 99.99%, without using any sterilizing chemicals.
TITAN COMPANY

Titan Company launches campaign to kickstart economy

August 2020 saw Titan Company Limited launch its #LetsGetIndiaTicking campaign, a movement wanting and motivating individuals to kick start the wheel of the economy. The campaign kicked off with a film representing the interconnectedness of the economy and how every company needs to be set in motion again. The campaign highlights businesses all over India such as street food vendors, local florists, tea shops, cobblers, and some others who were a critical part of our daily lives.
HABBA

E-commerce platform designed to support local artisans

To revive handmade products and protect the livelihoods of over a 1000 artisans from around India, Habba launched its campaign “Jai Jawan, Jai Artisan”. On the website people could buy handmade eco-friendly rakhis and send it to a soldier along with a message. For each rakhi sold the artisans earned INR 50, the other half went towards shipping, designing, and material cost.
TATA TEA

Tata tea launches social initiative to aid elderly

In April 2020 Tata Tea announced its social initiative, dubbed Iss baar #BadonKeLiye JaagoRe, working towards spreading awareness and facilitating change for the elderly. The initiative involves spreading awareness in helping the elderly, providing relevant tips and a common platform for people to connect with them, and share stories of volunteers to inspire others to take action.
RHEO

Streaming platform allows mobile game livestreaming

Rheo TV is a game streaming platform that allows users to make gaming into a professional career option in India. The platform is working towards building an entertainment ecosystem around gaming, which will allow it to drive engagement and monetisation professional gaming.
RELIANCE INDUSTRIES

Mixed reality glasses facilitate classes and meetings

In July 2020 Reliance Industries Limited (RIL) showcased a new Mixed Reality solution, dubbed **Jio Glass**, designed for teachers and students to enable 3D virtual rooms and conduct holographic classes via the Jio Mixed Reality service in real-time. Additionally, the glasses can also be used to perform virtual meetings.
GetVantage

Platform allows for funding without diluting ownership

GetVantage is a smart alternative funding platform built for entrepreneurs to raise growth capital without diluting ownership, and for investors to invest more sustainably. The company relies on a proprietary machine-learning based credit decision engine and an all-cloud deal management system (DMS).
Samsung India debuts private mode for smartphone

August 2020 saw Samsung India introduce a new ‘Make for India’ innovation called **AltZLife**, a private mode for Galaxy A71 and A51 users. AltZLife comes with two features, Quick Switch and Content Suggestions, which help provide a private and secured experience to consumers with an on-device AI function intelligently suggesting what content to move to a secure folder. Samsung owners can easily activate the system-wide privacy mode by double pressing the power button on their devices.
TREND-ANALYSIS WORKOUT

Take a sneak peek into how some of the program participants did their trend analysis.
<table>
<thead>
<tr>
<th>Innovation Research</th>
<th>17 Innovations from India Context</th>
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<tr>
<td><strong>Petoption</strong></td>
<td>Wagr - IoT-enabled location and fitness tracker for pets.</td>
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<td>CityKisaan</td>
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<td>Altitfarm - Urban farming to help grow fresh produce at home</td>
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<td>TrustChain</td>
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<td>GetVantage - funding platform for entrepreneurs to raise growth capital</td>
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<td>Creative Monetization</td>
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<td>Rheo TV - Gaming, Entertainment platform to monetize and engage</td>
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<td>Well-Being</td>
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<td>Aadar - Wellness and Lifestyle for Chronic diseases</td>
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<td>Greenobility</td>
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<td>Strom Motors - EV electric personal mobility solution</td>
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<td>SafeTrack</td>
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<td>GoFloat - smart floatation and other trackable water safety devices</td>
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<td></td>
<td>Seekify - Customer experience automation platform</td>
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<td>Personify</td>
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<td>SmartKarrot – Capture real time behaviour of customers</td>
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<td>Digipulse</td>
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<td>Yogya - AI powered skill and talent platform</td>
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<td>Juno - decentralise lending and borrowing of digital assets (blockchain)</td>
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<td>Misters - Health and Wellbeing personalized for Men</td>
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OUR SHORTLISTED INNOVATION

**Wagr** - IoT-enabled location and fitness tracker for pets.

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<th>Security Systems</th>
<th>Status Seekers</th>
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<tr>
<th>Basic Needs</th>
<th>Drivers of Change</th>
<th>Connectivity</th>
<th>Widespread wellness Ecosystem</th>
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<th>X Industry Application</th>
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<tr>
<td>Health - Fitness &amp; location tracking of elderly (Pandemic)</td>
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<tr>
<td>Corporations - Location tracking of employees</td>
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<td>Tourism – Religious places</td>
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</tbody>
</table>
## 0. RECENT INNOVATIONS

### Agriculture, Farming, gardening
- Using satellite to give loans: ICICI Bank deploys unique technology to provide hassle-free farm loans
- Grow and get organic food products through Farmzen.

### Customer live experiences
- 3D Try On feature: Lenskart’s AR feature for live experiences of eyewear products.

### Instant adaptations
- MBUX Connected Service: show COIVDI-19 test centers on map via MBUX connected services in car.
- Swatchhbox: CE certified UV-C disinfectant boxes.

### Vocal for Local
- Arogya Setu & AskSarkar Apps

### Inside Me
- Paytm Insider: App for Interactive Digital events.

### Customize based on people
- Yo! Help: The new AI-based digital assistant from Oyo for enabling a zero-touch booking.
- Curefit platform: Uses AI to make personalized plans for customers.

### Secure & safety for everyone
- AltZLife feature: Samsung mobile phones provide as part of make In India initiative to enhance smartphone privacy level.

### Platform for everyone
- Uddan: B2B Platform initiative which brings traders, wholesalers, retailers & manufactures on single platform.
I. PRODUCT /SERVICE INNOVATION
II. MAPPING INNOVATION MEGATRENDS

- **FUZZYNOLOGICS**
  The collapse of the barriers between consumer and producer

- **UBITECH**
  The ever-greater pervasiveness of technology

- **HELPFULL**
  The demand for convenient and superior service

- **LOCAL LOVE**
  The importance of local context
III. TREND ANGLE / DIRECTION

- **FUZZYNOMICS**
  - The collapse of the barriers between consumer and producer
  - Blurring line between farmer & customer
  - Democratizing agriculture & land ownership
  - Business Model Innovation

- **HELPFULL**
  - The demand for convenient and superior service
  - Farm to Fork Convenience
  - Self-reliance
  - Organic Products

- **UBITECH**
  - The ever-greater pervasiveness of technology
  - Tech in Agriculture - IoT, AgTech
  - Connectivity – Connecting hinterland

- **LOCAL LOVE**
  - The importance of local context
  - Community involvement
  - Vocal for Local
IV. TREND NAME

• Agriculture-as-a-Service
• Farming-as-a-Service
• Gardening-as-a-Service
THE APPROACH
STATUS SEEKERS
The pursuit of status

BETTERMENT
The universal quest for self-improvement

SECURITY SYSTEMS
The desire to be seen and served as unique

YOUNIVERSE
The quest for safety and peace of mind

LOCAL LOVE
The importance of local context

PLAYSUMERS
The ageless quest for fun

HELPFUL
The demand for convenient and superior service

JOYNING
The core instinct to connect with others

HUMAN BRANDS
Balanced Brands linked to "status seekers"

BETTER BUSINESS
The belief that purpose precedes profit

UBITECH
The ever-greater pervasiveness of technology

INFOLUST
The need for relevant and actionable information

FUZZYONOMICS
The collapse of the barriers between consumer and producer

PRICING PANDEMONIUM
The fluidity of price and value

POST-DEMOGRAPHIC
The death of demographic segmentation
Problems of The Urban Balance Seeker

- Work related disorders
  - 25%
  - 75%
- Urban dwellers
  - 29% in 2001
  - 34% in 2017
  - 41% in 2030

Estimated annual deaths in India due to non-communicable diseases:
- Cardiovascular diseases
- Diabetes
- Respiratory diseases
- Cancer
- Communicable, maternal, perinatal & nutritional
- Other NCDs

Lifestyle diseases: a major concern on rise

India - Happiness index
- World avg. 5.48 on a scale of 10

Increasing awareness and concern towards environment

“Right here, right now is where we draw the line. The world is waking up. And change is coming, whether you like it or not.”
My full speech in United Nations General Assembly. #howdareyou
Swipe for full video ->

view all 147,684 comments
I. DesiTude

Location: Online/Mumbai

Started by Kerala-based Siddharth Mohan Nair, DesiTude's Khadi Denim products stem from an intrinsically Gandhian philosophy of looking inward and being "swadeshi". The fashion came about rather serendipitously when Nair used Khadi to make a pair of jeans and was immediately bombarded with inquiries about the same. With a more flexible weave and personalised human touch that goes into the dying and stitching of the fabric, DesiTude offers a diverse catalogue of pieces that come in many colours. And for every sale, the label also plants a sapling with the intention of giving back to nature.

Price: A pair of Khadi Jeans for Rs. 6,500.

https://homegrown.co.in/article/802943/7-indian-fashion-labels-that-are-getting-creative-with-denim
India’s ‘Recycle Man’ Can Convert Used PPE Kits & Face Masks Into Bricks

The biomedical waste will be sourced from hospitals, schools, salons, bus stops, and other public places by placing ‘Eco Bins’.

BY ROSHINI MUTHUKUMAR
AUGUST 15, 2020

CONSTRUCTION | GUJARAT | INNOVATION | LED

## INNOVATION

Listing of 18 innovations in India in recent times and the associated trends

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<th>Innovation</th>
<th>Type of Innovation</th>
<th>Trend 1</th>
<th>Trend 2</th>
<th>Trend 3</th>
<th>Trend 4</th>
<th>Trend 5</th>
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<tbody>
<tr>
<td>1</td>
<td>Low cost, world class eyecare: Aravind Eyecare - Betterment</td>
<td>Vision</td>
<td>Better Business</td>
<td>Post Demographic</td>
<td>Betterment, Security Systems</td>
<td>Local Love</td>
<td>Helpful</td>
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<td>2</td>
<td>Low cost car for everyone: Tata Nano</td>
<td>Vision</td>
<td>Helpful?</td>
<td>Betterment</td>
<td>Status Seekers</td>
<td>Local Love</td>
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<td>3</td>
<td>COVID 19 Contact Tracing app: Aarogya Setu</td>
<td>Vision</td>
<td>Security Systems</td>
<td>Helpful</td>
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<td>5</td>
<td>Microfinancing for SMB-Betterment</td>
<td>Vision</td>
<td>Better Business</td>
<td>Helpful</td>
<td>Betterment</td>
<td>Local Love</td>
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<td>6</td>
<td>WhatsApp based retail ordering model: Gusto Wines</td>
<td>Business Model</td>
<td>Helpful</td>
<td>Ephemeral</td>
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<td>7</td>
<td>Facebook Banking from ICICI</td>
<td>Business Model</td>
<td>Helpful</td>
<td>Ephemeral</td>
<td>Infolust</td>
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<td>8</td>
<td>Twitter based customer service BofA</td>
<td>Business Model</td>
<td>Helpful</td>
<td>Ephemeral</td>
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<td>9</td>
<td>Organic Mandya: Farm to table Organic cooperative of local farmers in Karnataka</td>
<td>Business Model</td>
<td>Fuzzynamics</td>
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<td>Low-cost ventilator</td>
<td>Product/Service/experience</td>
<td>Better Business</td>
<td>Helpful</td>
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<td>Local Love</td>
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<td>11</td>
<td>WFH furniture: Godrej</td>
<td>Product/Service/experience</td>
<td>Helpfulness</td>
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<td>12</td>
<td>Intelligent sensor driven faucets</td>
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<tr>
<td>13</td>
<td>Kickstart cabs in Bangalore for senior citizens, physically challenged</td>
<td>Product/Service/experience</td>
<td>Better Business</td>
<td>Helpful</td>
<td>Betterment</td>
<td>Local Love/Ephemeral</td>
<td>Playsumers</td>
</tr>
<tr>
<td>14</td>
<td>Cadbury chocolate marketed as a mithai or sweets equivalent for indian festival gifting</td>
<td>Marketing or PR</td>
<td>Joyning</td>
<td></td>
<td>Human Brands</td>
<td>Local Love</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Titan blended the watches concept with jewellery for women</td>
<td>Marketing or PR</td>
<td>Betterment</td>
<td>Youniverse</td>
<td>Helpful</td>
<td>Local love</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Nike recent ad for creating social awareness with respect to equality across race, color</td>
<td>Marketing or PR</td>
<td>Human Brands</td>
<td></td>
<td>Joyning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Nutraceuticals and immunity boosting food items</td>
<td>Marketing or PR</td>
<td>Security Systems</td>
<td>Helpful</td>
<td>Betterment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Savlon: Surface sanitizer</td>
<td>Marketing or PR</td>
<td>Security Systems</td>
<td>Helpful</td>
<td>Betterment</td>
<td></td>
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</tr>
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</table>
TREND-DRIVEN INNOVATION PROGRAM

Live virtual instructor led workshop + project + assessment
A webinar on

**Trend-Driven Innovation**

The counter-intuitive secret to anticipating what your consumers will want next.

by **Nathania Christy**

Head of Global Insight Network, TrendWatching
The Trend-Driven Innovation Program is a virtual instructor-led workshop designed to give you the basics of the Trend-Driven Innovation methodology, a powerful framework that draws insights and identifies patterns from the way leading brands and disruptive startups – from Apple to Airbnb, Spotify to Swiggy – redefine customer expectations and create meaningful business opportunities.

Participants get to immerse in collaborative exercises, dynamic discussions, relevant readings, and quizzes to achieve certification and become a trend spotter.
Sample Tool: The Consumer Trend Canvas

**TREND**
- **The Burnout**

**ANALYZE**
- **Inspiration**
  - Microsoft Four-Day Work Week
  - IKEA Sleep Campaign
  - Workload from Asana
  - WPP Health & Biogats

- **Emerging Expectations**
  - Employers take responsibility for employees’ wellbeing
  - Solutions treat the cause, not the effect

- **Drivers of Change**
  - Shifts (long-term)
    - Ever-increasing workloads
    - The rise of the exhaustion economy
    - Awareness of burnout’s medical consequences
  - Triggers (short-term)
    - CEOs glorify the hustle culture and workism
  - Who: Burnout is an occupational phenomenon

- **Apply**
  - **Innovation Type**
    - Marketing: reward employees for good wellbeing behavior
    - Produce DNA test to measure stress levels
  - **Concept**
    - Budget focused on employee wellbeing

- **Who**
  - Medical professionals: doctors, nurses
  - Busy working parents
  - College students
  - Stressed ad-agency professionals

- **Your Innovation**
"It was a great learning experience! Looking forward to joining again!"
- Group Product Manager at India’s leading healthcare & pharmaceutical company

"Thank you for the wonderful workshop, insights to new methodology and entrepreneurial approach towards business and innovations!"
- Senior Program Manager, R&D at a top global luxury automotive company
We are accepting registrations for Batch 2!

Program dates:
- 19, 26 Nov 2020 & 3 Dec 2020
- 3 sessions
- 3 - 4 hours each Thursday

Save a spot before we sell out!

Register now
ABOUT
QGLUE

QGLUE is the design and innovation venture of QAI, a 25-year-old transnational consultancy and advisory organization. QGLUE helps global organizations adopt design methods for innovation. With an aim to evangelize the innovation journey, QGLUE works towards facilitating the next generation of disruptive products, services and experiences for the community.
Founded in Amsterdam in 2002, TrendWatching is one of the world’s leading consumer trend firms. Their trend updates inspire 100,000+ business professionals from 180 countries and keep more than 800 leading brands — from Spotify to Singtel — ahead of the game.
THANK YOU!
Huge thanks to all the Trend-Driven Innovation Program participants without whom this report would not have been possible!

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QGLUE Team
Navyug Mohnot, Dhananjay Thakur, David P Isaac, Varsha Alok

Program Participants
GET IN TOUCH WITH US!

For questions on the Trend-Driven Innovation Program, please reach out to:

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GET GOING!