



**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE
FOR WOMEN (AUTONOMOUS)**

(Nationally Accredited with 'A⁺' by NAAC)

CHENNAI

Paper writing and Research report on Innovation

(19/10/2020)

Around 115 Students of SDNB Vaishnav college for Women, actively participated in paper writing and explored the theme of innovation and submitted their articles.
Best articles have been attached herewith for reference.

1. Gayathri

M.Sc Food Science and Nutrition Development

2nd year.

INNOVATION & ENTREPRENEURSHIP

An innovation is commonly defined as the carrying out of new combinations of products or processes and entrepreneurship is the process of designing, launching and running a new business. These words themselves define that both innovation and entrepreneurship is a mark of a new beginning. The first common step between an innovation and an entrepreneurship is that both require an idea to start with, a unique idea, an idea that has the potential to bring about a difference. The next step is to look for resources and analyse the functionality of the idea. As every idea is planned as a solution to problem, it aims for nothing but success. To hold success, shortcomings have to be managed and crossed. As soon as this idea passes this stage we start testing it in the practical world. We try to obtain opinions and reviews to ensure that the idea is the best. It then finally gets established. Through

each step a large amount of thinking, revising and upgrading goes until the goal is reached. The best part is that this huge process that an idea undergoes is common to innovation to be considered as an innovation and for a business to be a business, however, the success doesnot lie in these obtaining their respective names. True success is obtained only when these are working hand in hand and create a new path.

An innovation turns into an entrepreneurial venture when people start benefitting from it and monetary gains is only one factor that determines success. It should create

scope for the future to build on. Thus, a successful innovation can setup a great entrepreneurial venture and a great entrepreneurial venture paves way to more successful innovations

2. Priithy C

Msc Food Science Nutrition and Dietetics

1st year

Innovation

"An idea , practice or object that is perceived as new by an individual or other unit of adoption." According to Kanter , innovation includes original invention and creative use. He defines innovation as a generation, admission and realisation of new ideas, products, services and processes. Innovation is one of the most important factors for a successful entrepreneur.

The sessions conducted by MHRD Innovation Cell have highlighted the importance of innovation. They say innovation is

- Accelerating societal acceptance for change
- Influencing markets in time of societal change
- Cooperatively competing to benefit societal change
- Transacting owned knowledge for societal change

"Invention" is the creation of a product or introduction of a process for the first time whereas "Innovation" on the other hand , occurs if someone improves on or makes a significant contribution to an existing product, process or service. Innovation flows from invention. Harness innovation and entrepreneurship as engines for new sources of growth will be more likely to pull out and stay out of recession.

The 4P's of innovation:

- Product
- Process
- Position
- Paradigm

Innovation increases the chances to react to changes and discover new opportunities. It can also help foster competitive advantage as it allows to build better products and services for customers.

3. Uma Bharathi,
M.Sc Plant Biology and Biotechnology
2nd year

Intellectual property

Innovation - Serving the society

Case study :-

product name :: Bhurika Sanitary napkin

Significant challenge :: The challenge in developing a product and selling it in online is a biggest challenge but when the manufacturer being a women extra challenging thing. When it comes to this product which is solution for all women related problem like itching, irritation and heat generation. This sanitary napkin is fully made up of pure surgical cotton.

Satisfying solution :: In India 83% of women are suffering from uterus related problem, 16% of women dies of cervical cancer. The sanitary pad has the manufacturer date & expiry date. It is seen on the wrapper and it is good to use for 3 years. Inside the pocket each pad is wrapped with a degradable paper cover which won't allow to keep in contact. It has 8 layer of absorbant. 1st layer (pure surgical cotton), 2nd layer (chip anion with fair improved) helps in infection. 3rd layer (surgical cotton)

Substantial benefits :

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sanitary

It pad can be used for 12 hrs
pore. The MRP price of Bhurika sanitary napkin is
dJtO />x6 ** pads *** regul, Large (L),
customized

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ding

4. Gowshika Gowri,
M.Sc Plant Biology and Biotechnology
2nd year

LASIK

Laser-Assisted In-Situ Keratomileusis

Innovator- Dr. Gholam A. Peyman,
a retina surgeon, ophthalmologist

In 1989, he was awarded the first patent in United States for his procedure.

The gas excimer laser works by emitting light pulses in the ultraviolet spectral range. In 1970, this laser started being used experimentally. As the years passed, the technique continued to develop. Eventually, in-situ keratomileusis was created. This involved passing the microkeratome right on the stromal bed a second time. This procedure was referred to as automated lamellar keratoplasty.

The most common method to treat hyperopia, myopia and astigmatism is LASIK surgery. It works by reshaping the cornea. Following reshaping, vision becomes clearer because light more accurately focuses on the eye's retina.

Uses In Society-

It enhances reduction in use of eyeglasses or contact lens. Vision is corrected immediately after the surgery. No bandages or stitches is needed. Adjustments can be made years after surgery with change in ages.

INNOVATIONS THAT ARE COMMERCIALIZED



CLIENT PROFILE

Industry: Apparel

Company: Levi Strauss & Co

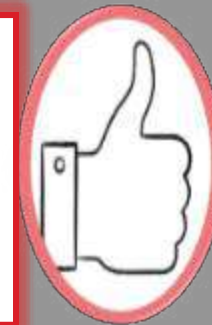
Employees: 16800+



Levi Strauss & Co is an American clothing company known worldwide for its denim jeans. Company's headquarter is in San Francisco. The company has always had sustainability and innovation. They have a clear brand plan on captivating the consumer. In this era of global warming, Levi's focus is fixed on creating sustainable products.

CHALLENGES

Clothing brands face difficulties of toxic dyes, fur and pollution. Levi's is focusing on the challenge of making its products sustainable and environment friendly. But manufacturing such products will require innovations, new manufacturing techniques.



INTRODUCTION

CASE STUDY



CASE STUDY



SAVE
ANIMALS

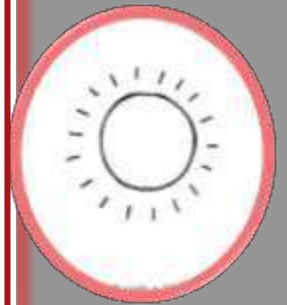


S O L U T I O N S

- The company came up with an entire sustainable garment line titled Levi's Eco .
- These denims use organic materials like 100% cotton, coconut shell buttons.
- They have also introduced Levi's waterless, a line of clothing that promotes water conservation.
- Levi's promote re-use and re-cycle to create awareness amidst global warming and pollution.
- They don't use fur or leather in their products contributing towards animal welfare.
- Each pair of jeans is formed by using 20% of the recycled denims.

B E N E F I T S

They have saved 1.8 billion liters of water and ended up in recycling 12 liters of water. They train farmers to use less water, pesticides, thus helping farmers reducing their inputs. The only animal product they use is the shed-feathers.



Levi's implement and believe in reduce, reuse and recycle. Their focus is on how to increase product's sustainability. They campaign on Go Green. They are contributing to save our mother nature by not harming animals, by reducing and recycling water, by reusing denims and by practicing safe agricultural methods thereby reducing pollution. Thus, Levi's has launched all its innovative products in the market and they are a great success.

R E S U L T

5. Rukshana

M.Sc Physics

2nd year

INNOVATIONS THAT ARE COMMERCIALISED

LEVI'S

The most concerning issue in today's life is global warming. While, people are coming up with innovative ideas to heal our mother earth, the clothing brand, Levi's has also extended its helping hand by making all its products sustainable. This company has come up with innovative techniques to reduce the toxicity produced while manufacturing the products.

Levi Strauss & Co is an American clothing brand that was founded in 1853. It is known worldwide for its denim jeans. Levi's focus is on creating sustainable products.

The major difficulties faced by clothing companies are the toxic byproducts and dyes, excessive usage of water and other resources while manufacturing. While other companies are facing these difficulties, Levi's is innovating novel techniques in order to go green.

Levi's designed a sustainable garment line called as Levi's Eco. These denims are made up of organic materials like 100% pure cotton and coconut shell buttons. They train their farmers to cultivate crops using less pesticides and water ensuring that they are going green. They have introduced smart farming techniques so that the burden on farmers is reduced. Also, each denim is made using 20% of the recycled denim.

Their products do not contain animal's fur, skin and other parts. They don't even use leather in their garments. They only use the feathers that are shed naturally by the animals without harming them in any ways. Thus they contribute toward animal welfare.

They have introduced a line of clothing called as Levi's waterless. These products are made with less water in manufacturing. They claim to have saved 1.8 billion liters of water and they recycle water in their factories.

Thus, Levi's has innovation in their products these products are launched worldwide and have had a great success. Thus, Levi's serves as an inspiration for all the clothing lines through its innovations. They campaign on Go Green. They follow reduce, reuse and recycle. They contribute their part in animal welfare, they save water

and refrain from using toxic dyes, thus reducing the harm of contaminating our mother earth.

By cultivating innovation and employing sustainability in all possible ways, let's make earth a better place to live in for our future generations.

Innovation

S. Kamala Krithika
SDNB Vaishnav college
Chrompet.

Being human in the 21st century and living in the vanity of our innovative creations is so easy. Technology evolves to make our lives more convenient. We're also being pulled apart more and more by the world we built. It's too difficult for us to rebuild the world which created us. We are slowly destroying our world in order to live in the vanity. But we are forgetting to realise the fact that we are destroying ourselves. We are polluting this world by factories and vehicles. Car emissions, chemicals from factories, dust, pollen and mold spores may be suspended as particles that causes air pollution. Air pollution led to more than 16 lakh deaths in India in 2019. Infact aren't only at high risk, our future is also at the risk. This air pollution causes many respiratory and cardiovascular conditions including chronic bronchitis, lung cancer & asthma. The boat causes several environmental problems, such as haze and the acidification of lakes and rivers. Human innovation can also bring solutions to the hazards created by them. One such brilliant innovation not only reduces the pollution but also helps humans to create beautiful arts. Anirudh Sharma, founder of Gravity Labs, an MIT Media Labs spinoff.

In 2010, he invented a haptic shoe called "Lechal" to guide the blind, he co-lead the non profit consortium MIT media lab India with the goal of remodeling and perpetuating self organized, design lead innovation into the grassroots in India. He founded Gravity Labs, which set out to help solve the dire air-pollution issue. Gravity Labs upcycle air pollution into sustainable inks, paints, coatings, plastics and construction materials. Air inks is one of the precious innovations of India. Gravity Labs has developed technology that attaches to exhaust systems of diesel generator chimneys to capture particulate matter. Scientists at Gravity Labs treat the soot to turn it into ink. The creative innovation of turning useless soot into Artful Air inks helps to reduce pollution and helps to create beautiful arts around the world. It helps more than 1000 artists from Bangalore to Boseri. "Less pollution, more Art and beautiful world" from the powerful innovation

Quanti?
P.L.A

Model	make
<u>Innovative</u>	models find fresh
value	firm's offering
understanding	great
pricing	reflect
	that where
	opportunities might

2) Network: How you connect with others to Create Value.

In today's super-connect world no company can or should do everything alone. Network innovations provide a way for firms to take advantage of other companies' process, technologies, offerings, channels, and brands - pretty much any and every component of a business.

1) Prof

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Collect :

Power :

model

These innovations means a firm can capitalize on its own strength while harnessing the capabilities and assets of others. These collaborations can be brief or enduring and they can be formed between close allies or even staunch competitors.

3) Structure: How you organize and align your talent and assets.

Structure innovations are focused on organizing company assets - hard, human or intangible - in unique ways that create value. They can include everything from superior talent management system to ingenious configurations of heavy capital equipment.

An enterprise's fixed costs and corporate functions can also be improved through structure innovations, including departments such as Human resources, R&D and IT. Ideally, such innovations also help attract talent to the organization by creating supremely productive working environments or fostering a level of performance that competitors can't match.

4) Process: How you innovate or superior methods to do your work

Process in activities

Primary Innovating requires a dramatic "business as

that enables the company to use unique capabilities, function efficiently, adapt quickly and build Market-leading Margins.

Ideally they the "Special Sauce"

so that competitors simply can't replicate.

Product Performance: How, why, & what distinguishes features and functionality

Product Performance Innovations address the value, features and quality of a company's offerings. This type of innovation involves both entirely new product as well as updates and line extensions that add substantial value. Too often, people mistake product performance for the sum of innovation. Too quickly, it all devolves into an expensive mad dash to parity.

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6) Product System: How You Create Complementary

Products and service.

Product system = $\begin{matrix} \text{---} \$ \end{matrix}$ $\begin{matrix} \text{---} \$ \end{matrix}$ $\begin{matrix} \text{---} \$ \end{matrix}$ rooted in how individuals or bundles of services interact to create value. This is fostered by interoperability, modularity, and other ways of creating valuable connections between otherwise distinct and disparate offerings. Product system innovations help you build a ecosystem that captivate and delight customers and defend against competitors.

7) Service: How you support and amplify the

value of your offerings.

Service innovations ensure and enhance the utility, performance, and support apparent value of an offering. They make a product easier to try, use and enjoy; they reveal features and functionality customers might otherwise overlook and they fix problems and smooth rough patches in the customer journey. They elevate even bland and average products into compelling experiences that customers come back for again and again.

8) Channel: How you deliver your offerings to customers and users.

Channel innovations encompass all the ways that you connect your company's offerings with your customers and users. While e-commerce has emerged as a dominant force in recent years, traditional channels such as physical stores are still important when it comes to creating immersive experiences.

Skilled innovators in this type often find multiple but complementary ways to bring their products and service to customers. Their goal is to ensure that users can buy what they want, when and how they want it, with minimal friction and cost and maximum delight.

9) Brand: How you represent your offerings and business.

Brand innovations help to ensure that customers and users recognize, remember, and prefer your offerings to those of competitors or substitutes. Great ones distill a "promise" that attracts buyers and convey a distinct identity.

into prized product, confer meaning
intent to your offerings your
enterprise

9) Customer Engagement: How you foster com

Customer Interactions about

deep-seated aspiration of

Engagements, innovations in

understanding meaningful connections between

customers company. those

to develop

Your Customer Engagement innovations

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Provide their broad

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Innovation Club Activity

Name: Maithreyi Govindarajan

Dept.: B.Sc. Chemistry (Shift 1)

Case Study on Pappadums and the Path to Empowerment

NAME:	Shri Mahila Griha Udyog Lijjat Papad
COUNTRY/TERRITORY:	India
IP RIGHT(S)	Trademarks
DATE OF PUBLICATION:	July 24, 2013
LAST UPDATE:	October 30, 2015

Shri Mahila Griha Udyog Lijjat Papad (Lijjat) is a cooperative established by Indian women that has developed a unique model for development and empowerment for low income female workers. Lijjat has more than 40,000 members and 62 branches across 17 states of the Republic of India (India).

As a result of Lijjat's business and development strategies, thousands of women across India have gained financial independence and improved the prospect of a better life for themselves and their families. At the same time, the cooperative has established new models for community development and poverty reduction and become a winner of multiple awards.

Traditional Knowledge:

A papad (or pappadum) is a crispy-thin cracker or wafer that is a staple food in India. Made of the dough of black gram (vigna mungo; a bean that is indigenous to southern Asia), flour of chickpeas, rice, lentils or potato. papad is usually fried or dry-heated and served as an accompaniment to a meal or as an appetizer or snack. In addition, papad is often seasoned with salt and peanut oil and served with curries, vegetables, chopped onions or chutneys. Alternatively, dips and condiments – including chili and garlic – can be used to consume the food. Indeed, there are a number of regional and even individual family recipes for preparing papad.

To make papad in the traditional way, women across India have for generations kneaded and rolled the dough by hand into a thin, round wafer. Thereafter, the wafer is seasoned and dried customarily under the sun before deep frying or roasting on an open fire stove. Modern methods may use a microwave oven instead for heating the wafer.

For centuries, making papad was carried out in cottage industries (small, family-based manufacturing units) that were spread around the country. The techniques used for making the wafer, furthermore, were passed down from mother to daughter in Indian households as a form of traditional knowledge. Lijjat has relied on this historically significant product and tradition in order to spearhead the cooperative's entry into the local, national and international foods market.

Research and Development:

Lijjat was created in 1959 by seven non-reading but skilled women neighbours who all knew how to make papad-based dishes. Living in the south of Mumbai, the capital city of the state of Maharashtra, India, the women decided to make and sell papads for a local merchant.

At the beginning, the seven women loaned a small sum – 80 rupees which they used to buy the ingredients necessary for making the wafer. Their initial output was four packets of papad.

To improve production, Lijjat's founders increased their capacity by recruiting more members which is about 25 women within three months and purchasing more manufacturing and storage equipment – including a cupboard for storing utensils which they kept on a nearby terrace.

A year later, the women entrepreneurs acquired a stove with a cover – to protect against rain in the monsoon season and abandoned use of charcoal for drying the papad as it dirtied them. Instead, they used a cot suspended above a stove where the wafer could be dried.

As the demand from customers increased, the number of members grew. But this didn't affect the quality of the papads. The women always ensured that the best quality of flour was used and that it was properly dried. The below par papads were distributed locally for free and the best quality papads were sold.

Having overgrown the terrace's capacity, which had doubled as a storage site for their products, and with a positive reputation of the cooperative's quality goods spreading locally, Lijjat sought to improve and modify its facilities and logistics further. To this end, the flour, once kneaded, was taken home rather than being stored on the terrace by teams of members who rolled, cooked and dried it overnight in their houses. Returning to

work the next morning, the women would have with them a product that could be weighed, packaged and sold.

In subsequent years, special buses would be mobilized to transport Lijjat's workers to and from their homes thereby improving productivity and efficiency outcomes.

Another innovation early on in the cooperative's operations was to establish organizational principles based on the ideas of Chhanganlal Karamshi Parekh (popularly known as Chhaganbapa), a respected thinker and leader in the local community. Based on Mr. Chhaganbapa's advice, Lijjat's members ensured that the organization would implement professional business practices – minimum standards for producing papad were implemented, for instance, while ensuring quality.

Lijjat never accepted charitable donations, they always believed in self-sufficiency.

In addition to these principles of professionalism and self-sufficiency, which proved to be key concepts for Lijjat's development, the cooperative entrenched an ethos of equality and inter-dependence.

Lijjat subsequently developed three core principles: mutual affection and concern; devotion; and, *Sarvodaya* or collective ownership (also called trusteeship).

Each member of Lijjat is affectionately referred to as sister.

The sisters are recruited only if they are above the age of 18 and are given a training for 15 days. Each sister works for at least 6 hours a day and receives a monthly wage of Rs. 2000 – 3000. Bonuses are given for Indian cultural festivals.

A key element of the organization's development was to ensure an all-woman membership. The only male workers at Lijjat are employed on a contractual basis for specialized roles.

Despite some early setbacks (attempts had failed to expand the business model to other cities such as Malad and Sangli), annual sales of papad, as well as membership in Lijjat, continued to grow in this period.

With increasing but unsteady progress in the 1960s (the first Lijjat branch outside Maharashtra was established in 1968), Lijjat sought to formalize its operations via registration as a society. This recognition, which occurred in

1966, was a milestone for the cooperative as it paved the way for Lijjat to receive favourable financing (including low interest bank loans and reduced sales taxes) from a number of institutions, including the Bank of India.

In the same period, the organization successfully passed an official inspection of its operations and adopted its first written constitution.

By 2013, Lijjat had developed three main divisions of labour. Processing units begin kneading dough very early in the morning before it is rolled into papad; packaging teams arrange the previously made papads into packets and boxes; and, distribution sections receive the boxes and transfer them to distributors around the country and to the rest of the world. In the same year, the cooperative was a major enterprise with a central managing committee based in Mumbai.

In addition, Lijjat ran a number of operations across India - both in rural and urban areas and the neighbouring region – some of the cooperative's raw materials such as *dal* or *asafoetida*, a perennial herb, are procured from other countries including the Republic of the Union of Myanmar. The cooperative has managed 35 divisions which work autonomously except for the procurement division, which is centralized so as to ensure consistency in quality of raw materials sent to each branch but with uniform guidelines for employees and for production standards. These divisions produce a variety of goods which, apart from papad, include spices, flour, chapatti (unleavened, flat bread), soaps and washing detergents.

Branding and Commercialization:

Lijatt has developed its branding and commercialization strategy by raising production standards, developing a niche market identity, and creating a variety of products. To maintain standards, a quality control team at Lijjat's headquarters receives samples daily of the cooperative's products, which are then tested for quality – samples and batches (which are received from each branch) that do not meet standards are destroyed.

Sisters at the organization, ensure cleanliness of both the surface – surroundings and themselves. As part of its quality assurance, Lijjat has maintained tried and tested traditional manufacturing and production methods based on handmade goods.

In addition to instituting quality in its production processes, the cooperative has branded itself within the niche market of enterprises that are run by women for the empowerment of women. As a result, Lijjat prioritizes the financial and social welfare of a sector of producers that have traditionally been at the margins of the Indian economy – low income but skilled female workers.

The cooperative's trade name – *Shri Mahila Griha Udyog Lijjat* – encapsulates its women-orientated, quality-driven and tradition-inspired business ethos. In English, *Shri* can translate as 'Mrs. or Ms'. , *Mahila* as women, *Griha* as home, *Udyog* as industry, and *Lijjat* as tasty. They have relied on a number of slogans that capture its ethos including "A unique organization of women, by women, for women," which appears on Lijjat's corporate website. Lijjat has also utilizes the slogan "SASA: Symbol of Women's Power," which appears on the organization's product sleeves.

Having carved out an ethical niche in the market for its quality goods, the cooperative has diversified its portfolio of products beyond *papad* (which is commercialized in 14 varieties and a number of flavours) and thereby entered new markets.

They included various food items like:

- Khakhra – a cracker made of moth bean
- Masala - a variety of mixed spices
- Vadis - a fried or steamed snack made of dill and chickpea flour
- Wheat atta - a flour used to make flat breads such as chapatti.

They also included various products like

- Matchsticks
- Incense sticks
- Washing detergents or soaps

The cooperative also operates a bakery and a printing and advertising division.

In order to distinguish its many brands and products in a competitive market, Lijjat has developed distinct product sleeves with iconic images and colours that have resonated with consumers – especially in India. Two characters have appeared on the cooperative's product jackets: the image of a young child called "Babla" – a boy who is always shown eating papad; and an image of a pink bunny rabbit, also seen with papad in hand. Both Babla and the pink rabbit have become iconic images of the Lijjat brand –

the rabbit featured in a well-known TV campaign for the organization that was first aired in the 1980s. Since that period Lijjat has produced a number of memorable product promotion campaigns via local language newspaper advertising, TV and radio campaigns, and through industry events and fairs. With each division of the organization making proportional contributions for financing such campaigns, Lijjat has been able to reach a nationwide catchment of customers and clients.

The cooperative, furthermore, has sought to gain an advantage on rivals via competitive product pricing. Set by headquarters, Lijjat's products are priced so that they are affordable for middle- and low-income customers.

Further to its product branding, diversification and pricing strategy, the organization has relied on a wide network of local, national and international distributors and dealerships in order to enter the national, regional and global marketplace. Typically, local distributors, who usually rely on three-wheeled vehicles to collect stock on an average, 100 boxes of papad per day and deliver it to a wide network of retailers, enter a strict contract of delivery with the cooperative. International exports, meanwhile, are carried out by contracted export merchants.

As of 2013, 30 to 35% of Lijjat's papad products were exported to a number of markets around the world including Asia, the European Union (EU), the Middle East and North America. The cooperative, in addition, had captured almost 90% of India's papad market and developed a significant foothold in the spices and detergents sector of the country – with between 15 and 20% market share in these sectors.

Trademarks:

In order to protect its hard-won identity while distinguishing its brands and products in a competitive global marketplace, Lijjat has relied on the intellectual property (IP) system. To this end, the organization registered a trademark for Lijjat and Lijjat Papad via the Controller General of Patents, Designs and Trademarks (CGPDT) – India's IP office.

Further to this registration, Lijjat has protected its trade name and identity as a supporter of the rights and causes of women by registering a trademark for Shri Mahila Griha Udyog Lijjat Papad (2005) and Symbol of Woman's Strength Lijjat Papad (2012), also via the CGPDT. the organization has over 40 trademarks for a number of products registered at the CGPDT including Lijjat Atta (1998), Lijjat Fish masala (2000), Lijjat Sunday Special Masala (2000) and Lijjat Meat masala (2000).

Keen to expand into the lucrative North American market, the organization registered a trademark for Symbol of Woman's Strength Papad (2012) in the United States of America (USA) at the United States Patent and Trademark Office (USPTO). In addition to securing its identity in India and the USA, Lijjat secured its reputation in yet another lucrative market, the EU, via a trademark registration for Symbol of Woman's Strength Lijjat Papad (2012) at the Office of Harmonization for the Internal Market.

With IP secured assets in India, the EU and the USA, the women's only organization has been able to grow with confidence into new markets around the world.

IP Infringement:

Despite valiant efforts to protect its IP via registered trademarks, Lijjat's popular products have faced counterfeiters who have attempted to ride the coattails of its success. For instance, in 2001, three people were arrested in Bihar, a state in the north of India, under suspicion of trying to pass off non-Lijjat products for those made by the cooperative. To counter such cases of infringement, Lijjat not only relies on the relevant national authorities to prosecute those accused of wrongdoing; the cooperative also actively educates customers and clients on how to detect and prevent violation of its IP. On the cooperative's website, customers are provided a checklist – including the cooperative's unique identification features: Lijjat's headquarters address and the iconic images of Babla and the rabbit – which a customer ought to see on the sleeve of genuine Lijjat products.

Customers, moreover, are actively encouraged by Lijjat to purchase products from officially authorized distributors and retailers only.

Public Health:

Although poverty negatively affects all sections of society, among women it has a more deleterious effect both on them and their families (including children), according to the World Health Organization (WHO), a specialized agency of the United Nations (UN) with a mandate for health. Partly caused by socio-cultural factors, such as discrimination in or exclusion from the workplace due to gender, women's poverty and the alleviation thereof has been a constant goal for Lijjat. Moreover, as women's poverty, poor health and lack of basic education are often linked, the cooperative has made it a top priority to tackle all three issues at the same time.

By 1979, Lijjat organized a seminar in Bombay – called Childcare and Mother Welfare – in collaboration with the United Nations Children's Fund

(UNICEF), a specialized agency of the UN that works to improve children's rights. In addition to such seminars, and by empowering its employees through employment and joint ownership of Lijjat, the cooperative has taken practical steps to build the private, public and potential capacity of its women employees.

To achieve these aims, all sisters at the cooperative receive scholarships or grants in order to improve their education – including allocations that allow them to attain primary school education and increase literacy.

Grants have also been provided to help members improve their ability to use information technology tools such as computers. These funds, moreover, are often extended to include the sisters' families, especially their daughters. The cooperative also organizes a number of community projects for its employees including preventative healthcare programs and classes for practical skills training such as typing, cooking, sewing, knitting and toy making.

Via Lijjat's capacity building initiatives, employees have gained the skills necessary in order to become independent, fully active members of society – a development model sometimes called inclusive growth – while enhancing the circumstances linked to their health outcomes.

Business Results:

From humble beginnings on the streets of Mumbai, Lijjat has become an internationally recognized organization helping to change the lives of thousands of women, and their families, across India. At the same time, the cooperative has produced impressive business results and become an award-winner.

Lijjat won the “Best Village Industry” award presented by the Khadi & Village Industries Commission – a subsection of the Ministry of Micro, Small and Medium Enterprises of India. In the same period, the organization was recognized for its work with women via an award for “Businesswomen of the Year for Corporate Excellence” (2002), given by the Economic Times, an established business publication in the country.

Lijjat was praised for its brand development strategy through a “Brand Equity Award” (2005), presented by the Progress, Harmony and Development Chamber of Commerce and Industry, an established business consultancy based in New Delhi, India. With several other awards for its ethical, business and brand development strategy under its belt, as of 2013 the cooperative had an annual turnover of approximately Rs. 650 crores. In

same year, Lijjat celebrated over half a century in business and capacity development for urban and rural low-income Indian women.

It takes a Village and a City:

Lijjat has blazed a trail for cooperative business models that are also professional, ethical and economically sound. In the process, the women's organization has created generations of employees who are not just self-sufficient; they are also enriching their own lives and those of others in their communities. As one of Lijjat's original founders, who is in her eighth decade of life, said: "We were semi-literate, which restricted our chances to get jobs; but we realized our papad-making expertise could be used to earn small amounts of money" In retrospect, the organization is fulfilling a lot more than its original, modest goals.