

## **Brainstorming India 2008—Week 2**

### **Questions about the Prahalad Reading**

*“What is needed is a better approach to help the poor, an approach that involves partnering with them to innovate and achieve sustainable win-win scenarios where the poor are actively engaged and, at the same time, the companies providing products and services to them are profitable.”*

### **Discuss your thoughts and reactions to the Prahalad reading, and consider the following questions:**

- In Chapter 2, Prahalad describes 12 principles for innovation in BOP markets. Describe two examples in which these principles may be in conflict with each other. Are there solutions for these conflicts, or are they unavoidably part of the nature of BOP markets?
- Prahalad argues that commercial interests can play a major role in poverty elimination. By creating the capacity to consume, developing BOP markets will “raise all ships.” How do you feel about this? Are there areas of social development that should not be privatized? (For example education, or critical infrastructure such as roads, hospitals etc.)
- The Schumacher piece we read last week (“Caring for Real”) was a critique of the basic assumptions behind western models of development. (Remember his critique of “violent technology” and think about the ways this resonates with Mahatma Gandhi’s critique of western civilization.) Would Schumacher disagree with Prahalad’s arguments? Where do you stand?

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### **Questions about the Sutton Reading**

*“Hire people with a special kind of stupidity, who ignore or reject how things are “supposed to be done around here.” Second, hire people who make you uncomfortable -- even people whom you actively dislike.”*

### **Discuss your thoughts and reactions to the Sutton reading, and consider the following questions:**

- Describe three myths of innovation mentioned in the article. Do you agree? Why do you think these myths are so persistent?
- The article states that creativity “... isn't so much about original creation as it is about using old ideas in new ways, places, and combinations.” Discuss examples of this and share them with the class.
- Based on the Sutton reading, what personal qualities would you look for as you form your Brainstorming India Team? Agree on the top three qualities and explain why they are important to innovation.