

## **Innovation Action Plan (IAP) for RFD 2013-2014 of Central Tobacco Research Institute (CTRI)**

### **1. What will be done to produce innovations in the Department**

It is proposed to create the following institutional framework to produce innovations in the Institute:

- A system will be created in the Institute to encourage, receive, collate, evaluate, implement and incentivize new ideas aimed at performing organization's activities with better speed, at less cost and with greater transparency.
- Innovation Cells will be created in the CTRI, AINRPT, Rajahmundry and Krishi Vigyan Kendras associated with CTRI.
- Every individual employee working in CTRI, AINRPT and KVKs will be the primary unit of the Innovation Cell. Participation in its activities will be voluntary. Other stakeholders of the organization will also be relied upon for introducing innovative practices in the organization.
- The Innovation Cells will create awareness about the value of innovating in the organization, create a culture where innovation is encouraged, evaluate suggestions received and implement those that meet the criteria laid down in this regard.
- The Innovation Cell in CTRI, Rajahmundry will coordinate and disseminate innovative practices in the organization across the country. The CTRI's website and in-house newsletters will be utilized to broadcast the innovative practices.

### **2. Why is it expected to produce a sustainable culture of innovations**

On the basis of the following, the Institute believes that the above mentioned institutional framework will produce a sustainable culture of innovations in the organization:

- Creation of a work culture where innovation is encouraged and rewarded will free the mind from treading the beaten track and encourage fresh thinking. Such a work culture will assure that no idea is stupid. This will also remove fear of failure leading to innovative thinking.
- Voluntary nature of the functioning of the Innovation Cells will elicit genuine participation in its activities and better outcomes.
- Involvement of stakeholders in providing inputs for securing better service delivery by the Institute will create a win-win situation and produce a sustainable culture of innovation.

- Innovations will lead to systemic improvements in the functioning of the Institute and provide momentum for efforts at continuing improvements and innovative working.

### **3. How will it all be done**

The action plan conceived will be implemented as follows:

- An awareness programme on 'Innovation' will be formulated and suitable educators identified to kindle an interest in the subject in the CTRI employees so as to spur them to start thinking differently.
- Innovation Cells will be formed on voluntary basis at CTRI, AINRPT and Krishi Vigyan Kendras. The Cells will meet on a periodical basis, identify innovative practices/ideas, study them with rigour and, if found meeting the criteria, disseminate them within their target audience, Director, CTRI and also to the apex Innovation Cell at the ICAR Headquarters. Director will test market the idea at the Institute and on the basis of the inputs received, disseminate the idea for adoption across the organization as a whole and to the apex Innovation Cell, ICAR.
- Suitable innovative ideas accepted in a financial year that result in speedier action or reduced cost or leading to greater transparency in working will be recognized and rewarded on Independence Day celebrated at Rajahmundry on 15<sup>th</sup> August every year. In addition, the achievement will also be taken note of in the Annual Performance Appraisal of the concerned employee or group of employees, as may be the case.
- The CTRI's website will also provide a forum to suggest and comment on innovative ideas and practices.
- CTRI and Krishi Vigyan Kendras will set apart time in their regular interactive sessions held with the customers to discuss suggestions for improvement in their working and service delivery.

### **4. Who will do it**

Activities identified to implement the Innovation Action Plan will be undertaken by the following:

- CTRI envisages 'Innovation' to be voluntary movement in the organization.
- Innovation Cells created at the Institute will meet on a periodical basis, identify innovative practices/ideas, study them with rigour and, if found meeting the criteria, disseminate them within their target audience, Director, CTRI and also to the apex Innovation Cell at the ICAR Headquarters.
- Research Priority Setting, Monitoring and Evaluation Committee (PMEC) and Institute Technology Management committee (ITMC) of CTRI will be involved in identifying innovative practices/ideas for implementation.

- A team under the Director, CTRI will monitor the implementation of emerging ideas, identify innovations meriting recognition for awards

## **5. When will it all be done**

The Innovation Action Plan will be implemented in the ICAR in the following time-frame:

### **2013-14**

- August – October: Issue of circular introducing the concept in the organization.  
Discussion on the topic through CTRI's website and meetings
- October – December: Formulation and implementation of the programme for creating awareness among the employees.
- January – March: Formation of Innovation Cells in the organization.

### **2014 – 15**

- April – June : Announcement of a scheme to incentivize Innovation at CTRI.

Commencement of receipt, collation, evaluation, dissemination and implementation of Innovations in the organization.

### **2015 – 16**

- April – June : Evaluation of innovations implemented in 2014-15 for conferring awards
- August 15: Awards function