

IDEABANK@IGNOU

An Innovation Management System

Background

In order to maintain competitiveness, nations, societies, and organizations must be able to change and innovate. One of the important and successful ways to change and innovate is to listen to the voice and thoughts of the people by giving them a chance to put forth their ideas to bring a positive change in the society. Ideas are pivotal to the overall growth and excellence of any organization around the world.

The most popular method in history of generating ideas is the suggestion box. The British Navy in 1770 for the first time used the employee – suggestion box. In 1880, William Denny and Brothers, a shipbuilder in Scotland, invited and rewarded ideas for improvements and innovations. In the 1990's with the popularization of internet suggestion boxes were replaced by emails to collect ideas. However, ideas are not enough, good ideas need to be developed and implemented into the system.

What is Idea Management?

Idea Management is an organized procedure through which ideas are collected; best of them can be selected through evaluation, valuable insights from the ideas are identified, and finally the ideas are implemented in organisation. An Idea Management System is a tool for idea management. To make innovation happen and to explore, and utilize the full potential of the employees as well as the stakeholders, organizations world-wide are moving towards ICT enabled idea management system.

Idea Management and Open Innovation

It enables the flow of new ideas from stake holders outside the organization like other universities, industry, research and development labs, other partners or start-ups which are involved in the process of developing ideas new products, processes, etc. Globally, organizations are embracing the open innovation process right from opening the process of idea collection to idea selection.

From Idea collection to IDEABANK

- **Idea Collection** : Ideas are collected, in this phase through various online and offline mechanisms.
- **Screening of Ideas** : Ideas are evaluated by a team of experts.
- **Feedback on Ideas** : Discussing selected ideas, getting feedback from management.
- **Recognizing Ideas** : Recognise the efforts of the ideator and if possible rewarding the idea.
- **Implementing Ideas** : Development of the idea and making it part of the organization.
- **Repository of Ideas** : Selected and good ideas may be kept in an Idea Bank for use and learning.

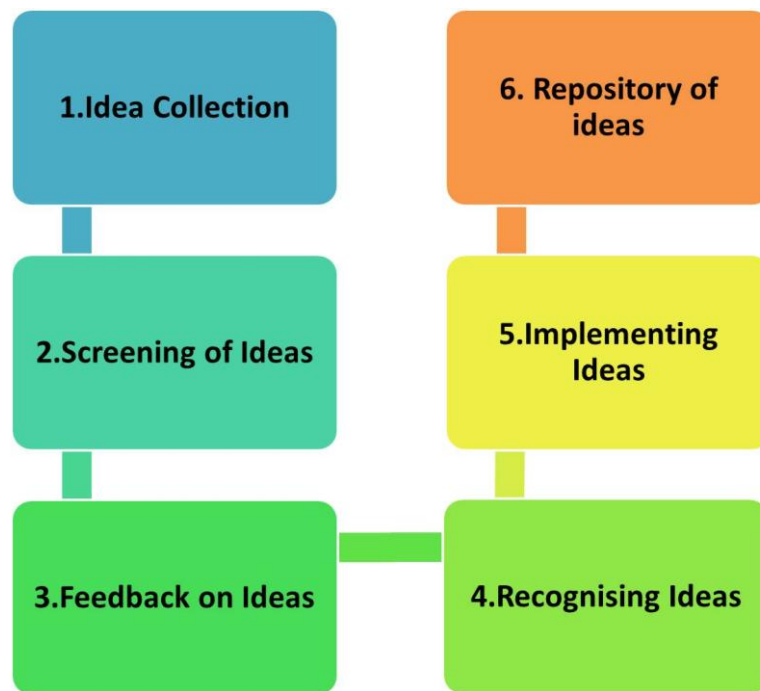


Figure 1 : Steps from Idea Collection to Idea Bank

Idea Management for ODL institutions

New ideas are a vital part of development and advancement of ODL institutions. Many educational institutions including ODL institutions struggle to manage ideas that come from employees, students and other stakeholders. With the multidimensional facets of the ODL system, it is hard to address ideas as they get lost in emails or elsewhere.

In the age of open innovation and digital era collection and dissemination of ideas can be swiftly done through a web enabled bank of ideas.

Model of Idea Management for ODL Institutions

Centralized Model : In this model new ideas are submitted by functionaries, students and other stakeholders against a product, process, and service challenge faced by the institution. A committee of experts is constituted and notified of the ideas submitted. After initial evaluation of the idea, expert committee and the ideators work collectively to shape the idea into a project proposal (ongoing/ new).

Decentralized Model : In this model the idea submission process is the same, however responsibility of decision making is transferred at the regional level. In this case the team at the regional level is provided all the necessary resources, including training. A committee which includes domain experts is constituted. The rest of the idea management is the same. The main advantage of this model is a sense of ownership at the regional level, as the expert committee is aware about local conditions enables them to make effective decisions.

Hybrid Model : This model is a blend of the centralized and decentralized model. In large organizations a combination of both the models facilitate the varied ideation requirements. In this model a steering committee is constituted to track the entire idea management at all the level. It also facilitates the decision makers and monitors the various ideation teams and projects. This is also useful in case of large projects which requires to manage ideation independently.

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The launch of Innovation Cell and Atal Ranking of Institutions on Innovation Achievements (ARIIA) by the Ministry of Human Resource and Development, Government of India, has generated a need to develop an IDEABANK@IGNOU where ideas from various stake holders and functionaries of ODL system will be gathered, and disseminated. It is also envisaged that a large group of people will collaborate on various projects for the development of an idea into a product or prototype.

- 1. Idea Collection :** Ideas will be collected through a web based mobile enabled portal from the stake holders, various ideas already available with NCIDE, ideas generated during monthly innovation club meetings organized by NCIDE and various RCs of IGNOU, various activities of Institute's Innovation Club established at IGNOU, from entries received by NCIDE for the award for innovation in ODL.
- 2. Screening of Ideas :** First round of screening of the ideas to be done by experts.
- 3. Feedback on Ideas :** Discussing selected ideas through web based IDEABANK@IGNOU, and getting feedback from management.
- 4. Recognising Ideas :** Recognise the efforts of the ideator and if possible rewarding the idea.
- 5. Implementing Ideas :** Incubating the selected ideas for prototype development and after successful pilot testing making it part of the current or future innovation strategy of the organization.
- 6. Repository of ideas :** Selected and good ideas may be kept in an Idea Bank for use and learning.

Utility of IDEABANK@IGNOU

- This will also facilitate the University in
 - Identifying best ideas which could be converted into innovative solutions for the university
 - To facilitate ideators academically in converting their ideas into innovations which will be beneficial to the society
 - To facilitate budding entrepreneurs from ideation to innovation through internal/external incubation.

In the future, the web based IDEABANK@IGNOU can be made as a full-fledged idea management system, which can be linked to innovation management system for IGNOU in particular and the entire ODL system in general.

Coordinator

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Period : 2019 onwards