

everythingdesign✱

Concept Note by Everything Design

TCS Coffee Table Book

Foster a Culture of Invention

Humans inherently have the ability to invent. However it requires a mindset shift, to be able to think anew and hence invent. Individuals all over the world have incredible invention ideas, however; only a few succeed in turning these ideas into reality.

Through this book we want to **inspire the viewer and foster a culture of invention** , not only amongst TCS Research partners, clients, associates and employees but going beyond for anybody who comes in contact with the book. This book is a visual & tactile piece of design, centered around asking the right questions. It also lays the foundation of facets that build visionaries and a culture that allows for impactful ideas to thrive.

**THE NEXT BIG
THING**

invent

① Invention for impact

[Brands Tag]

② Go Ahead Invent

[Highlights the main aspect the
book has to address]

③ What If

[Based on the concept]





① What if

The first step to invent is being able to ask the question, 'what if?'



② Facets

Facets that translate into values that motivate inventors to be visionaries of their times/ field.



③ Culture

Focusing on work culture, team work and environments. Scenarios that reflect the culture.



④ Impact

Evaluating an idea based on factors of inclusivity & positive Impact. Understanding the idea through an iterative and holistic approach.



⑤ Future

A reflection on how the language of the future has invention at its crux.

What if

The first step to invent is being able to ask the question, 'What if?'

WHAT IF?

Every inventor on the brink of discovery asks themselves the pivotal question **WHAT IF?** Their ability to be inquisitive and brave alternate ways of thinking creates ripples of impact in the world.

① Brave Enough To Explore

REFLECT ON A BOLD IDEA that is big, audacious transformative, challenging and unsolved.

Seeing beyond the status-quo to break set notions. Looking at challenging problems and ideas through a new lens.

② Utilizing Our Potential

FINDING A MEANINGFUL SOLUTION using skill sets and collective knowledge.

Exercising the freedom and resources at hand to experiment and collaborate to come up with meaningful, practical, pragmatic original, combinatorial and innovative solutions

③ Making A Move

TAKING ACTION THAT IS IMPACTFUL through combining rigorous processes and expertise.

Backing up solving the solution with Research and Development aided by technology (scientific, engineering excellence) and intellectual property

Famous Inventors who asked WHAT IF?

Inquisitions that lead them to make huge discoveries that
CHANGED THE FUTURE FOR THE BETTER.



**What if you could
read at night?**

-Thomas Alva Edison



**What if books can be
created for the masses?**

-Johannes Gutenberg



**What if i can clean my
car windshield without
getting out of the car?**

-Mary Anderson



Founder of TRDDC

Shri F C Kohli saw that India was not delving into explorations into technology and relied too much on imported work. In a world where he saw computers as the future he asked...

What if India were to have a
Research institution for technology?

SECTION 1 WHAT IF- EXAMPLES

Beyond curiosity and inquisitiveness lies research, learning, rigorous process and persistence. Only then does one **MAKE A DIFFERENCE**

① Brave Enough To Explore

Stanford Collaboration Ecosystem Impact

When the world was happy to share data, TCS began thinking seriously about the balance between Privacy and Utility. Beginning a series of interactions with Prof. Mitchell from Stanford and Dr. Sachin Lodha from TCS. These interactions catalyzed a number of privacy tools such as Masketeer, SafeMask and Data Xplode

② Utilizing Core Potential

IGNIO Industry Impact

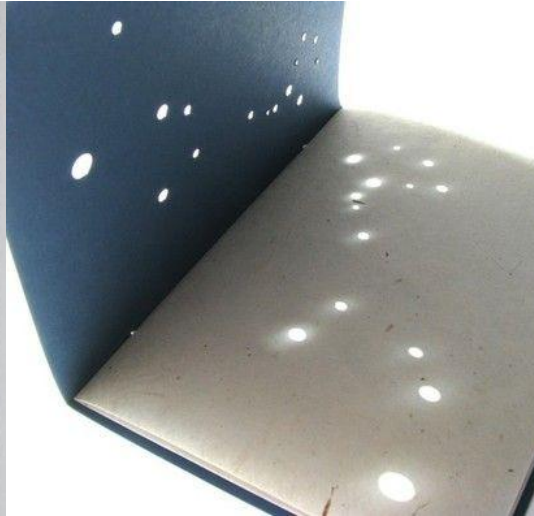
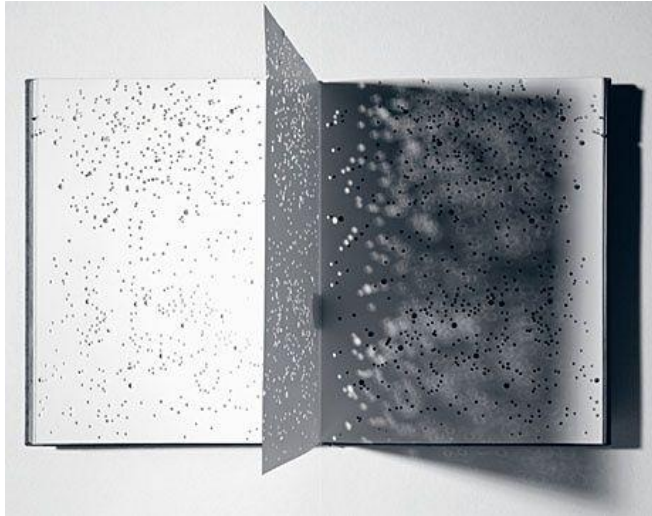
Ignio was an effort to address real world challenges that enterprises were facing. It was the world's first Neural Automation system for digital enterprises in response to the 'robotic' automation and the aged legacy systems.

③ Creating Impact

SUJAL WATER FILTER Society Impact

The Sulaj water purifier uses rice husk to filter out surface and ground water impurities. This water purifier for rural india is easy to operate and maintain, simple to fabricate and very affordable. 25000 Sulaj Purifiers were made and distributed during the Bhuj earthquakes.

Textural Minimal Layered



Facets

Facets that translate into values that motivate inventors to be visionaries of their times/ field.

Facets

Invention has never existed within a single moment. It has been nurtured with time standing on these
PILLARS OF INNOVATION

Creativity

"Problems cannot be solved by the same kind of thinking that created them."

Albert Einstein



Persistence

"Start by doing what's necessary, then do what's possible; and suddenly you are doing the impossible."

St. Francis of Assisi



Risk Taking

"Life is either a daring adventure or nothing at all."

Helen Keller



Inquisitiveness

"The mind is not a vessel to be filled, but a fire to be kindled."

Plutarch



Reflection

"If you always do what you've always done, you'll always be where you've always been."

TD. Jakes



Collaboration

"The strength of the team is each individual member. The strength of each member is the team."

Phil Jackson



① **Creativity**

Digital Skin

To avoid testing on animals, but still making products from the cosmetics and pharma industries safe for the human skin, TCS research has created in-silico models for skin. Products can be tested by simulation, digitally

② **Persistence**

Eco Friendly Cement

Eco-cements use less energy as fuel during material handling and in material handling. The TRDDC' process engineering group developed multiple types of eco-cements using many industrial wastes and were able to translate this success in the lab to industrial production levels.

③ **Collaboration**

SHINE -
Seniors with SMU

This project helps seniors stay in their home using sensors to alert assistants only when something goes wrong. This project was first conducted in Singapore with the Singapore Management University and has become a model which is now being implemented in Ireland

SECTION 2 FACETS- VISUAL REPRESENTATION

Bold Experimental Typographic



Culture

Focusing on work culture, team work and environments. Scenarios that reflect the culture.

Culture

The vicinity of the inception of thought; the brain, is the most important workshop of an inventor. The quality of the workshop is heavily influenced by its **COLLABORATORS**.

The Meticulousness of Dr. E.C. Subbarao

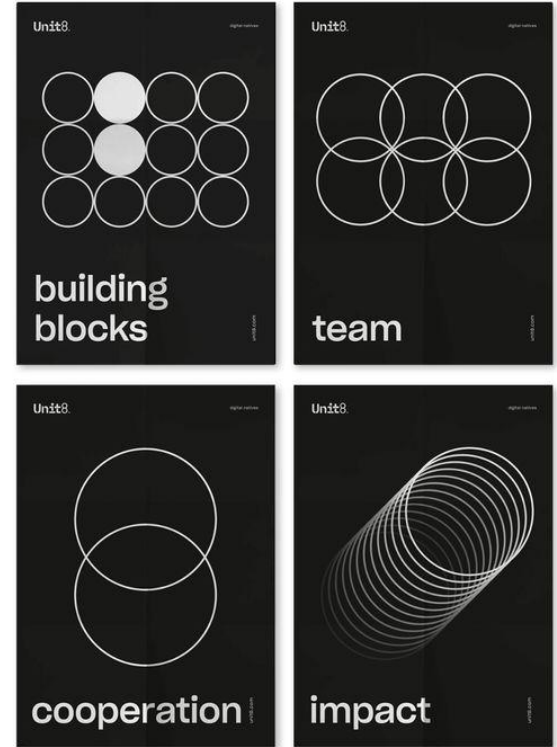
The culture at TCS Research can be said to have set a long time ago with Dr EC Subbarao and his meticulousness. To hire the best of people and to keep in touch with industry heads to source problems for TRDDC scientists. Making TRDDC a robust and meaningful institution to industry and society.

Inclusivity a Key Factor

Inclusivity is a key facet of the culture of TCS. A third of TCS is women and they play a very active role in leading groups, being present in conferences and filing patents.

SECTION 3 CULTURE- VISUAL REPRESENTATION

Graphic Geometric Design



Impact

Evaluating an idea based on factors of inclusivity & positive Impact.

Understanding the idea through an iterative and holistic approach.

Impact

The ultimate desire of an inventor is to change lives, and in turn change the world. An inventions ability to **DRIVE CHANGE AND MOVE PEOPLE** determines its impact.

The mKrishi App

TCS Research won the USD1 Million prize from Qualcomm for its idea of a platform for providing phone based information for farmers. This grew into its famous mKrishi platform that provided personalized info to farmers on weather, crop, disease and other matters, from experts.

Tactile Fun Layered Interactive



Future

A reflection on how the language of the future has
invention at its crux.

Future

Those who change the world with their inventions, have their names forever etched in history. The opportunities of the future, though intangible, are **INFINITE** They're just waiting to be invented!

”

“The best way to predict the future is invent.”

-Alan Kay

Folds Structured Layered Playful



everythingdesign 

Let's Inspire

THE NEXT BIG THING

hello@everything.design
n