Frugal innovation can provide products and services with extreme affordability leading to an inclusive growth. Frugal innovation seeks design innovations which are simple and novel. Looking out for subtle cues within an environment and sensitive social dimensions associated with, assist in triggering and pushing innovation at the grass root level. Deciphering the social cues and bringing out user requirements in its desirable form are one of the biggest challenges associated with frugal innovation. Keeping an eye for simple and subtle aspects related to community service, community living and the tools in use is required to usher in innovation which is frugal in nature.

Companies are beginning to recognize the market potential in low and middle income spaces. Frugal is meant to bring about the awareness for extreme resource constraints in general and costing constraints in particular. Resource constrained environments influence the discourse in innovation and its practice. The lower sides of the economic pyramid have their own ambitions, desires and basic survival requirements. Frugal is about creating quality solutions for customers with very low purchasing power. Innovation in and for emerging markets has contexts and challenges along resource constraints or scarcity, market affordability constraints and, institutional voids or complexities. Frugal innovation can spread across social, technical and institutional innovations.

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