

Jugaad: India's word for frugal innovation

जुगाड़ is roughly translated as *winging it*. Anyone in the world who's had to "make do" understands its meaning: scrounging around for unclaimed filth—the discarded garbage of a neighbor—in order to salvage, revive, and otherwise create anew from trashed goods. In the case of the Indian subcontinent, where urban areas teem with people flocking in search of their fortunes (or at least, a decent living), the word's definition has come to be synonymous with the ubiquitous rickshaw vehicles seen hauling construction materials, passengers, and other precious found treasures everywhere within city limits.



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