

Jaipur Foot Case Study Guide Questions

1. What is the innovation of Jaipur Foot?

Jaipur Foot is an artificial limb which only costs \$30. It is tailored to the active lifestyle of the poor and it is much cheaper and affordable than the ones produced in the U.S.

2. What is the business of Jaipur Foot?

Their business is to provide cheap and affordable prosthetic limbs to bottom of the pyramid which is suitable in their living environment.

3. Who are the main beneficiaries of Jaipur Foot's products?

Amputees who are in the bottom of the pyramid

4. Why is Afghanistan one of the markets of Jaipur Foot?

Afghanistan have been on several wars, and there are a lot of incidents wherein people accidentally steps on landmines thus getting their feet or limbs amputated

5. How does Jaipur Foot's product pricing compare with the West?

It is a lot cheaper than those sold in the west

6. What is the Gait Cycle?

It describes the way people walk.

7. How was the first Jaipur Foot artificial limb developed?

It was made by Ram Chandra who was born in a family of artisans. He made the first Jaipur Foot from rubber where he got the idea from having a flat tire while thinking of an alternative way of having a prosthetic foot that is flexible enough to squat or cross-leg. With the help of other doctors, they developed an artificial limb.

8. What are the design considerations in the Jaipur Foot Design Process?

They designed the prosthetic limbs that gives flexibility to the user and helps them perform their usual jobs.

9. What are the constraints in the development for Jaipur Foot?

The major constraints in the development of Jaipur Foot are the following:

- The target market is the lower class and as a result they need to design their in a way that poor people can afford it.
- Importation of foreign materials is limited.
- Limited Manpower.

10. How can you compare the raw materials for Jaipur Foot vs. other products?

It is cheaper and locally made.

11. Explain a typical fitting day for a Jaipur Foot? How does it compare with the West?

Jaipur Foot does not focus on speed of service alone, they see to it that they also meet the psychological needs of the patients and serve free food and accommodations for their patient's relatives.

12. What is the BMVSS? How does Jaipur Foot conduct community outreach?

Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS) is a nongovernment, nonprofit and non-religious organization that primarily fabricates and fits Jaipur Foot.

13. Compare Jaipur Foot with Ossur - which one is more competitive? Why?

Jaipur is more competitive because Jaipur's pricing is cheaper but at the same time they are still able to provide a product that is of good quality.

14. Is the Jaipur Foot model scalable? Explain.

Yes, through the camp system which allow them to reach to remote areas of India

15. What is the significance of Jaipur Foot's cooperation with ISRO?

It allows them to reduce the cost of manufacturing and also allowed them to make the product lighter.