Manufacturing Technology Training
An IMTMA initiative

# Effective New Product Development (NPD) Process
**Date : 12 to 13 April, 2022**
**Time : 1340 Hrs to 1700 Hrs ( Online Mode )**

## INTRODUCTION

New product development is one of key for long term sustenance of companies. In fact, in companies like 3M, one of key performance measure is growth of sales coming from products developed within previous four years. Every product undergoes a life cycle and at the end, it must be replaced by the better product as per the customer demand. Market by virtue of competition also demands faster, effective, and timely process to develop new products. There is a need for people involved in new product development to understand various aspects involved in the process.

Keeping this in view, IMTMA is organising this programme focusing on importance, processes, best practices, and challenges of new product development in the Organization.

## FOCUS AREAS

- Introduction of Participants & topic
- Importance of New product development
- Link between NPD and APQP
- NPD requirements in ISO 9001: 2015
- Product and Product Types
- Why can Product fail?
- Attributes for the success of process
- NPD Process
- Capturing customer expectations and requirements
- Breakthrough product development
- VOC through QFD as applied in B2C and B2C
- Kano model introduction
- Wastes in NPD process and ways to eliminate
- Product and Program management as applied to NPD
- Best practices in NPD process & Enablers.

## KEY TAKE AWAYS

- Understanding importance of new product development
- How new product development process can be effective?
- Knowledge helps better fitment in the industry
- Appreciate how complex product development could be
- Learn best practices in new product development.

## FEE PER PARTICIPANT (PER LOGIN)

**Rs. 5500/-**
+18% GST
**IMTMA Members/ Micro Companies/ Individuals/ Educational Institutions / Students/ IMTMA Non Members/ Others**

**USD 220/-**
**Overseas Participants**

**Group Concession : 10% for 3 to 5 and 30% for 6 and more delegates being nominated from the same company**

## PARTICIPANT PROFILE

Individuals from area of NPD, Quality, Engineering, Manufacture, purchase, and marketing.

## FACULTY

This programme will be conducted by Mr. Satish P.S. with MTech (IIT) has 35+ years of Industrial Experience including 4 years in Germany. He worked close to 23 years in Bosch in R&D, purchase, logistics and project management. He headed Robert Bosch IPO (International Purchase Office) in India for 10 Years and developed close to 25 Suppliers suitable for export. After leaving the corporate world in 2011, he is pursuing his passion in corporate trainings and mentoring manufacturing Industries under the name of M/s Saraswati Industrial Services. He has developed and delivered 45+ training modules in supply chain, purchase, quality, marketing, engineering, soft skills, and management. He worked 5+ years as adjunct professor in M/s Ramaiah University, Bangalore and was teaching for M. Tech students in supply chain management, project management and operation management He is the author of the books, ‘Knowing is not same as doing’ and ‘The Great Entrepreneur Blueprint – 52 Dimensions’. Have written 75+ articles related to manufacturing Industries.


## For Registration Contact
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**REGISTRATION :** Prior registration with an online advance payment is must. Number of participants is limited and will be accepted on ‘First Come First Serve’ basis. A Certificate of participation will be issued to participants.