

INTRODUCTION

New product development is one of key to the long-term sustenance of companies. In fact, in companies like 3M, one of the key performance measures is the growth of sales coming from products developed within the previous four years. Every product undergoes a life cycle and in the end, it must be replaced by a better product as per the customer demand. Market by virtue of competition also demands a faster, more effective, and more 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 organizing this program focusing on the 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 B2B**
- 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 the 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. 6000/-

+18% GST

**IMTMA Members/ Micro Companies/ Individuals/
Educational Institutions / Students/ IMTMA Non
Members/ Others**

USD 240/-

Overseas Participants

Group Concession : 10% for 3 to 5 and 20% for 6 and more delegates being nominated from the same company

PARTICIPANT PROFILE

Individuals from areas of **NPD, Quality, Engineering, manufacturing, purchase, and marketing.**

FACULTY

This programme will be conducted by **Mr. Satish P.S.**

He has completed his MTech(IIT) and 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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