Manufacturing Technology Training
An IMTMA initiative

Breakthrough Design
Date : 24 July, 2026
Venue : IMTMA Technology Centre, Bengaluru

INTRODUCTION

Breakthrough design refers to a radical, transformative approach to creating products, services, or processes. It is characterized by significant, high-impact leaps in functionality or efficiency, often solving previously intractable problems by challenging conventional thinking.

- **Design Process**: The Double Diamond Design process, developed by the British Design Council, that lays down a step-by-step, breakthrough approach to solving a problem.
- **Human-centred design (HCD)**: A methodology that prioritizes the needs, desires, and experiences of users throughout the design process.

FOCUS AREAS

- Understanding of common pitfalls of conventional problem-solving
- The 'Convergent' & 'Divergent' thinking
- Comprehending the 'Double Diamond Process'
- Understanding HCD – Why, How and What of it
- Comprehending HCD Process and the non-linear steps

KEY TAKE AWAYS

- Understanding the Double Diamond problem-solving process
- Overview of HCD
- Detailed explanation of the principles & steps involved
- Understanding why HCD matters & how it can bring success

PARTICIPATION FEE

Rs. 2999/-	Rs. 1500/-	Rs. 999/-	USD 120/-
+18% GST	+18% GST	+18% GST	**Overseas Participants**
IMTMA Members/ Micro Companies/ Individuals/ IMTMA Non Members/ Others	**Professors**	**Student**	

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

PARTICIPANT PROFILE

- Anyone from Product or Process design
- Design engineers, who want to gain insights into breakthrough design

FACULTY

This programme will be conducted by, IMTMA Subject Matter Expert.

He is a graduate in Mechanical Engineering from Jadavpur University, Kolkata, and has over 30 years of experience in machine design, project management, and the marketing of capital equipment across various industries. He is a certified Six Sigma Black Belt from the Indian Institute of Statistics in Bangalore, and he holds a Master's degree in Business Administration from the Indian Institute of Management, Bangalore. Currently, he serves as the Managing Director of Extrude Hone India Pvt. Ltd. Previously, he has worked with renowned companies, including Saint-Gobain India, Asian Paints, and Kennametal India.

For Registration Contact

Digvijay Nath Pandey
Programme Coordinator
7349067391
digvijay@imtma.in
Back End Operations
9742626488
enquiry@imtmablr.com

Contact Address

INDIAN MACHINE TOOL MANUFACTURERS' ASSOCIATION
@ BIEC, 10th Mile, Tumkur Road, Madavara Post,
Bangalore - 562 123
Tel : 080-66246600
Fax : 080-6624-6658

imtmatrainning.67038796@hdfcbank

REGISTRATION : Prior registration for participation is necessary. Number of participants is limited and will be accepted on 'First Come First Serve' basis. A Certificate of participation will be issued to participants.
Important Information : Participation fee includes, course material, working lunch and tea / coffee. Interested companies are requested to register online by clicking on 'REGISTER' button and by filling up the nomination authority and participant's details in specified form.