



Last date for registration 17 July 2026

## 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/-**

+18% GST

**IMTMA Members/ Micro  
Companies/ Individuals/  
IMTMA Non Members/  
Others**

**Rs. 1500/-**

+18% GST

**Professors**

**Rs. 999/-**

+18% GST

**Student**

**USD 120/-**

**Overseas Participants**

**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

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**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.