Product Design – a strategic tool for innovation: New Product Development & for enduring competition

A 16 Days hands-on workshop spread over 8 weeks, on the fundamentals of Creativity and User-centric Product Innovation supported with Product Innovation Case Studies

- The Participants will be exposed to various stages of product design, innovation like Problem Identification, Idea Generation, Concept selection, refinement of concept & Presentation and detailing for mass production through a Design Project.
- The course will have exposure sessions and hands on workshops on creative methods like, Brainstorming, Tools of Transformation, Synectics, Visual Thinking, etc. leading to Product Innovation.
- How design can be used as a strategy for withstanding competition will be discussed through various case studies
- The workshop is meant for project leaders, managers & engineers, involved in design of products and technologies.

If three or more participants are coming from same organisation they can bring in their own Design Problem, otherwise heterogeneous group will be formed and assigned an interesting social relevant design project to carry out hands on New Product Development process.

- Course fee is Rs 1,00,000/ per participant, which includes course material, tea and lunch.
- Accommodation will be provided if available on additional payment.