
Confederation of Indian Industry



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**CII – IDC, IITB – DSIR Conclave for
MSMEs on New Product Development**

Overview

The Government of India has announced the ambitious Make in India Mission. Earlier the Government of India announced the National Manufacturing Policy. The Make in India mission is the pivotal statement made in recent times about the importance of revitalizing the manufacturing sector.

The Make in India mission is as much dependent on creating new products, manufacturing them and creating new global brands as much as it is dependent on the systemic reforms in different domains concerning business.

Investment in New Product Development can increase long-term profitability. The NPD is not only about new products or technology but is also about how to improve existing products. New Product Development is vital for any business. In view of intensifying competition and continuously occurring business model and technological changes NPD has become an imperative for all companies to pursue, especially the MSMEs. Irrespective of the company operating in the B2B or B2C, it is essential for a company to embrace NPD in order to ensure future prosperity.

New Product Development is not simply about creating technically sophisticated product or to optimize manufacturing processes, but is about conceiving a product that customers would actually buy. The history shows that many new products do not succeed. Many products fail to reach the market and those which do, fail. This happens mostly because of the lack of structured process resulting in products that are not able to meet distinct customer (unmet) needs, or in spite of being revolutionary products do not find a market for them.

The MSME Conclave intends to share several strategies for designing new products while focussing on a structured process. It will not only address conceiving of new products, but will also discuss strategies for go to market and winning in the marketplace. All in all it is a wholesome platform which will afford the attendees a distinctive insight to ensure business growth.

In an highly interactive workshop like format, the conclave will offer real, usable knowledge (not some idealistic advice), actual hands-on experience, rich interactions with speakers and fellow attendees and a stimulating experience.

Theme – New Product Development

New products, innovative products, successful products—these are what we all want to create. A precondition for competitiveness is the companies' capacity to develop innovative products at optimum quality, cost and time. Market pressure forces companies to provide products of increased complexity matching individual desires. New customer demands and turbulent world of changes are continuously reshaping the product development process.

In an intensely competitive market, with ever more diverse and demanding customers, companies are often left unsure of exactly what products, communications and services to create for what segments of the market. Design, with its ability to understand users, redefine problems and create systemic, human-centered solutions, can help companies better understand their customer's daily lives, and lead directly to valuable (and valued) offerings that are effectively tailored to their market.

The MSME Conclave intends conclave will guide the participants through the various stages of new product development. It will focus on the process that can help in the creation of innovative products. The participants will learn how to identify new opportunities, design methodologies and tools in practice, how to improve products, and branding.

Partners

Industrial Design Centre (IDC), Indian Institute of Technology – Bombay (IITB): Industrial Design Centre at the Indian Institute of Technology (IIT Bombay) offers an excellent environment for academics, research and applications in the field of design. New thoughts, philosophies and research into several aspects of design are experimented and integrated to have continuous revitalization of the academic programmes at IDC.

Department of Scientific & Industrial Research (DSIR): The Department of Scientific and Industrial Research (DSIR) is a part of the Ministry of Science and Technology. The primary endeavour of DSIR is to promote R&D by the industries, support a larger cross section of small and medium industrial units to develop state-of-the art globally competitive technologies of high commercial potential, catalyze faster commercialization of lab-scale R&D, enhance the share of technology intensive exports in overall exports, strengthen industrial consultancy & technology management capabilities and establish user friendly information network to facilitate scientific and industrial research in the country.

Objectives

Participants will learn:

- the importance of new product development in their businesses
- to create new products, services, product – service ecosystems for success
- to use design to retain market standing and to move up the value chain
- to customize products and services for emerging markets
- where and how to integrate design in their activities
- to brand products and services for success

The program

Day 1

Session 1 – New Product Strategy

In this world of globalization where the accelerated pace of the business process, client and consumer demand for immediate outcomes, and cultural intersections define context, products are experiencing increasing demands placed on them. This session will explore how to drive a company's product strategy and product outcomes, positioning and differentiation.

Session 2 - Embedding consumers in your product development process

We are confronted more and more with a commoditized world in which our products need to find new and better ways of generating value. This session will discuss the tools and methods to meet these interesting challenges. The session will focus on unearthing unique consumer insights that drive strategic direction and inspire creativity. Participants

will learn the tools and methods you need to know to help translate consumer information into the creation process.

Workshop Session 1 –Discover

At the outset of the workshop a mini design problem will be set. The workshop sessions will be conducted with respect to the mini design problem and will be conducted through table teams.

It is at the initial stages in the NPD process where perceived opportunities are transformed. The idea is to help participants how to solve business problems with discipline. As Albert Einstein suggested, the formulation of a problem is often more essential than its solution. This stage will help you to define intended users, their needs and will lead you to define a specific and meaningful challenge.

Session 3 - Identifying new areas for consumer growth

In a market already saturated with products and services it is not easy to find new areas for development. However, those areas do exist and participants will learn how to find them. The session will help with techniques to uncover previously un-chartered territory and to generate insights that you need to reveal untapped growth opportunities.

Workshop Session 2 – Ideation

This Session will be a real hands-on session. As the name suggests the session will take the participants through ideation methods. The focus of the session will be to use a structured brainstorming process so as to explore wide solution space.

Get Inspired Session 1

This session will be the most interactive session. There will be no speakers in this session, but a sharing environment. Designers will share their ideas of a new product with the MSME's, whereas MSME will discuss their challenges in the NPD process. There sure will be a facilitator, who will dirve the discussion, but not the content. Participants will learn from each other in a peer-to-peer format.

This session is an open discussion. The idea is to go through the concepts and thoughts presented during the day and discuss them threadbare. This session will create a formal opportunities to clarify all doubts and queries that participants may have after listening through the day.

Day 2

Workshop Session 3 – Prototyping

Prototyping is giving tangible shape to ideas and explorations, bringing them out of your head and into the physical world where others can relate to them. There are several prototyping methods such as a role play, a model, an object, a visualization, or a wall of post-it notes. This session will not only introduce you to various prototyping methods, but will also use some of these methods to give a tangible shape to your ideas generated during the ideation session.

Session 4 - Branding Strategy

Every company either in B2B or B2C space need to create brand for itself that differentiates it in the marketplace. This session will share concepts to realize the power of branding, understand consumer attitudes toward your product or service, identifying your products value and to help you acquire knowledge you need to set yourself apart from the competition.

Session 5 - New And Unique Packaging

This session will discuss how truly innovative packaging can change how consumers interact with your product. Participants will learn how your packaging could be a powerful branding tool. The session will discuss what makes packaging good, the impact packaging has on branding and how to translate consumer insight into profitable designs that help drive sales.

Workshop Session 4 – Branding & Strategy

The participants will learn the principles of brand strategy so that you could apply it your own brands. You will learn how to position your company and your products and how to create successful go-to-market strategies. The workshop is not so much about marketing strategies but positioning strategies to position for success.

Get Inspired Session 2

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Outcomes

The conclave will be conducted in highly interactive format through structured presentations and workshops. The get inspired sessions will leverage attendees experience and expertise to create unique learning opportunities.

The participants will be divided in table teams to implement activities like team projects, group discussions and problem solving scenarios. Participants will get to learn new tools and techniques and will experience the importance of NPD, Design, Strategy and Branding for the business and how it can contribute to business performance with a measurable return on its investment.

Who should attend?

The conclave is intended for those MSME owners, leaders and managers who are charged with the responsibility of leading business growth within their organizations. It will

prove to be a valuable learning experience for those truly passionate about advancing their organizations and themselves into the elite realm of being true innovation leaders.

The conclave will be especially beneficial for owners, managing directors, senior managers of organizations aiming to grow and improve their performance through design, and innovation.

Speakers

Design practitioners from leading design companies will guide the participants through each session in detail while sharing their unique insights and knowledge.

Date & Location

The conclave will be held on 11 -12 September, 2015. The Venue is IIT Bombay, Powai, Mumbai, India.

Contact Information

If you have questions regarding program content, please contact at +91 11 45772016 or email innovation@cii.in

Confederation of Indian Industry

The Confederation of Indian Industry (www.cii.in) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. Founded over 117 years ago, it is India's premier business association, with a direct membership of over 7100 organizations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 250 national and regional sectoral associations.

Since last 15 years, CII has been performing the role of India's strategic body for promoting and leveraging design towards sustainable economic growth. It has strenuously and diligently worked to strengthen and support the economy and society by demonstrating and promoting the vital role of design in making businesses more competitive and public services more effective.