

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

Day 1

10.00 – 10.45 Innaugural Session

10.00 – 10.10 Welcome Address

10.10 - 10.25 Special Address

10.25 – 10.40 Inaugural Address by
the Chief Guest

10.45 – 11.00 Tea / Coffee Break

11.00 – 11.30 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.

11.30 – 11.45 Question & Answers

**11.45 – 12.15 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.

12.15 – 12.30 Questions & Answers

12.30 – 13.00 Workshop Session 1 –Discover – Part 1

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.

13.00 – 13.45 Lunch Break

13.45 – 15.15 Workshop Session 1 –Discover – Part 2

15.15 – 15.45 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

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techniques to uncover previously un-chartered territory and to generate insights that you need to reveal untapped growth opportunities.

15.45 – 16.00

Question & Answer

16.00 – 16.15

Tea / Coffee Break

16.15 – 18.15

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.

Day 2

10.00 – 12.00

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.

12.00 – 12.15

Tea / Coffee Break

12.15 – 12.45

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.

12.45 – 13.00

Question & Answers

13.00 – 13.45

Lunch Break

13.45 – 14.15

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.

14.15 – 14.30

Questions & Answers

14.30 – 16.30

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

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strategies. The workshop is not so much about marketing strategies but positioning strategies to position for success.

16.30 – 18.00

Get Inspired Session

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.