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DTE Code : EN 6754 | AISHE Code : C-41681

Webinar on "New Product Development Process"

Academic Year: 2021-22

Name of the Event: "New Product Development Process"

Date & Time of the Event: 18/2/2022, 9:30 AM

Name of the Speaker: Dr. V Rajesh Chowdhary

Designation: Head, Research & Development

Name of the Company / Institution with Address: Pralhad P Chhabria Research Center

(PPCRC), I2IT

Targeted Audience: SE Students

Venue: Microsoft Teams

Event Coordinator: Prof. Manjusha Amritkar

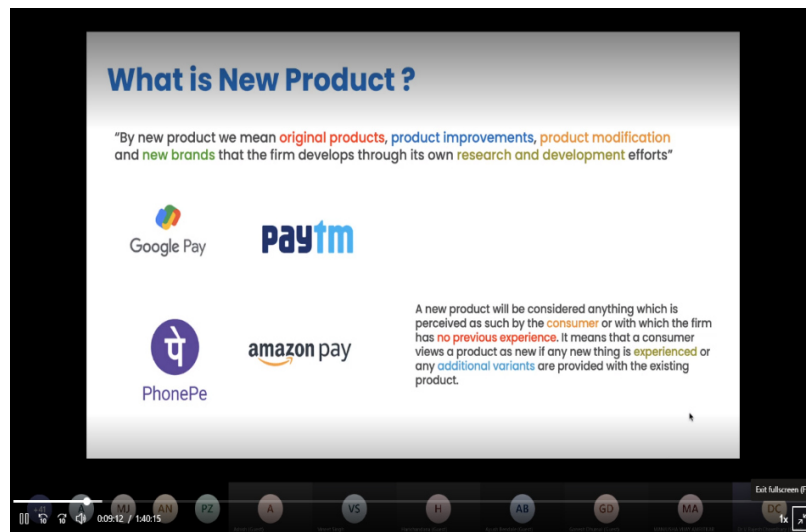**Number of Participants:** 95

Activity Description in Nutshell:

Dr Rajesh explained about grabbing the market opportunities that are feasible and sustainable and about bringing new purpose driven ideas. He shared the examples and information from idea generation to business analysis which helped students get clear vision to get the ideas and bring the same into the market. By giving real world examples such as phone pe, google pay, Paytm and Zomato, Swiggy and Ola, Uber and by making a comparison between them.

P-14, Rajiv Gandhi Infotech Park, MIDC, Phase- I, Hinjawadi, Pune - 411 057, Maharashtra, India

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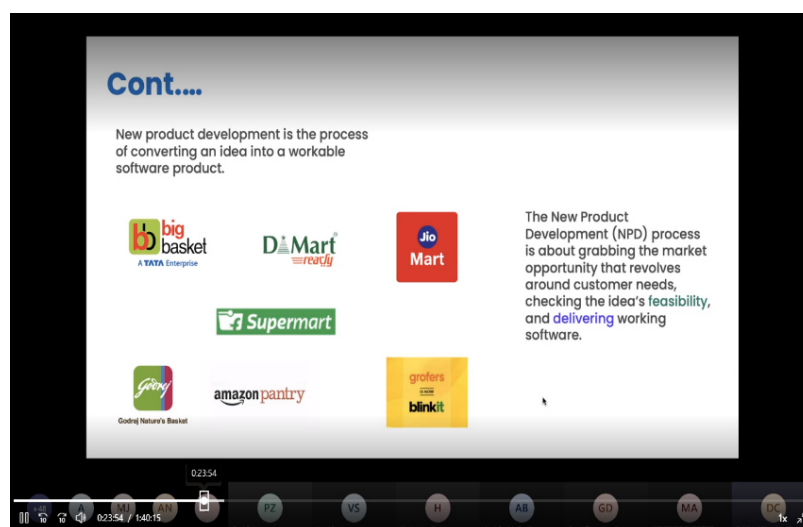
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He explained how these ideas work and there is always a chance of upgrading and repurposing the existing ideas. He also shared, with the help of software and the points mentioned like idea gathering, development and testing, value proposition and market strategies how to fulfil consumer's needs.

He has given a new direction to budding entrepreneurs and developers and we would like to learn and work under his guidance in the future as well.

Event Photos:

Explaination about Product

New Product development process

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