

SPEAKERS



Mr. Pradeep Lahane :

He is a mechanical engineer and currently heads the India NPD School-Delhi, a new start up for building skill and competencies in the area of Innovation, Technology and new Product Development for Business sustainability with growth. He has gone through most of the key functions for the business including R&D, Product planning, Quality, Supply chain, and aftermarket supports for 20 years. Also got opportunity for to be trained in Europe and Japan. He joined CII-TQM division in 1990 and made many first in the field of TQM & Quality for Organizations improvement journey in India. While at CII he led Industry missions to Japan, Europe and in India. He was heading TQMI, a private Quality consulting company as President and was heading its Indian and overseas operations till 2014. He is involved with many Indian companies for their journey for achieving Deming Prize for business improvements.

From 2000 onward he is involved deeply into new product development / New Technology Development/ New Product Introduction -and its related tools and techniques for adoption in India. He has supported a large numbers of Auto-OEMs & their Supplier base for improvement journey for Product & Process. He is fortunate to have worked with eminent JUSE professors like Prof. H. Kume, Dr. Kano, Prof. Washio and others.



**2 Day Proficiency Improvement Programme on
NPD : New Product Development
(Learning Business Excellence : Through Product Excellence)**

at ARAI-Forging Industry Division

21st & 22nd August 2017 (Monday & Tuesday)

REGISTRATION FORM

Name, Designation, Dept., Office No., Mobile No. & Email ID :	
Delegate - 1	
Delegate - 2	
Delegate - 3	
Company Name & Address	
Co-ordinator's Name, Designation, Contact No., Email ID	
100% Advance Payment Details	

Please email/post duly filled-in registration form on or before 10th August 2017 to :

Dr. K. C. Vora, Sr. Dy. Director & Head, ARAI Academy
 ARAI-Forging Industry Division, Chakan, B-16/1, MIDC Chakan, Taluka Khed, Dist Pune 410 501 (INDIA),
 Contact No : (02135) 396 660, 61 & 66
 Email : nadeshmukh.fid@araiindia.com; sakle.fid@araiindia.com; training.fid@araiindia.com



2015



2011

**Group Exercise
(4-5 members)
on Problems**

2 Day Proficiency Improvement Programme on

**Opportunity
to learn through
a Case Study**

**NPD :
New Product Development
(Learning Business Excellence : Through Product Excellence)**

at

ARAI-Forging Industry Division,
 (The Automotive Research Association of India)
 Plot No.B-16/1, MIDC, Chakan, Taluka: Khed, Dist: Pune 410 501.

21st & 22nd August 2017 (Monday & Tuesday)

Jointly Organized by



BACKGROUND & OBJECTIVES

As India moves towards a better developed economy, Market & customers' needs are going through a sea change. Fast changes are happening in customers demands and tastes. How to meet this emerging scenario for Business and keep sustainable growth and margins intact?

Answer is: Innovative New Product - Right product, Right time, In time & In cost.

NPD is a series of steps that includes conceptualization, design, development and marketing of newly created or newly rebranded goods or services. The objective of product development is to cultivate, maintain and increase a company's market share by satisfying a consumer demand. **NPD helps** to cultivate, maintain and increase a company's market share by **satisfying a consumer demand.**

This course will cover the development process from idea generation to formulation to consumer research and scale up issues. This course offers the opportunity for delegates to understand full gambit of Product Development in continuously changing competitive environment. Key topics include Linkage for Business & NPD, Company success by using Product Excellence approach and the concepts for NPD, Building Quality in NPD, Segmentation, Product Positioning & Development of Concepts, Product planning with stakeholders, Benchmarking Process, making customer driven new developments, Global Trends on NPD, Key reasons for NPD failures, Concept of Continuous Improvement for NPD. **Also some Case study will be discussed.**

Faculty has supported many organisations for their journey of "HIT" Products to the markets.

INTENDED LEARNING OUTCOMES

On the completion of program, participants will be able to implement techniques & standard practices related to their work and will be able to:

- Understand Lean 3P principles to be competitive in market.
- Understand how to maximize quality by using Voice of Customer, and integrate it with NPD process.
- Understand use of simple quality tools to design product-process, right at first time & every time.
- Understand production planning and benchmarking process.
- Decide the priority for taking actions for NPD cycle.
- Learn the concept of continuous improvement in NPD process.
- Understand and learn the global trends in NPD process.
- Learn the entire process of NPD through a case studies.
- Demonstrate independent learning ability that is necessary for seeking personal development.
- Become self-disciplined self-motivated, demonstrating personal responsibility in the pursuit of studies and professional practice.

Note : ARAI reserves the right to change the dates, schedule, contents, speakers, venue etc. for the programme without any notice.

PROGRAMME

Pre-Workshop Activity: >>>

Understand the NPD process in your organization and any example from past to discuss with faculty members.

Day One >>>

- 09.00 - Registration & Breakfast
- 09.30 - Linkage for Business & NPD. Does it leads to Good Pay-off for Business
- 10.00 - Company Success by using Product Excellence Approach
- 11.00 - Tea break
- 11.15 - NPD Planning, What, how & when?
- 12.15 - Few concepts for NPD
- 13.15 - Lunch
- 14.15 - Exercise – Your company situation?
- 15.00 - Building Quality in the NPD Process and NPD In India & How it is changing now?
- 15.45 - Tea break
- 16.00 - Our market & Global market
- 16.30 - Segmentation, Product positioning & Development of Concepts
- 17.00 - Q&A and Conclusion

Day Two >>>

- 09.00 - Product Planning with stakeholder & Benchmarking
- 10.00 - Voice of Customer (VOC) & Customer requirement (CR) – making Customer Driven New Developments
- 11.00 - Tea break
- 11.15 - Global Trends on NPD
- 12.15 - Product Planning Examples
- 13.15 - Lunch
- 14.15 - Case study
- 15.00 - Concept of Continuous Improvement for NPD
- 15.45 - Key reasons for NPD failures
- 16.00 - Linking 3P (Production Preparation Process) with NPD
- 16.45 - Written exam
- 17.15 - Conclusion & Certificate Distribution

Direction Map :

Training Program Venue Address :
ARAI-Forging Industry Division, Chakan
 B-16/1, MIDC, Chakan, Taluka Khed, District PUNE - 410 501 (INDIA).
Contact No : (02135) 396 660, 61 & 66

WHO SHOULD ATTEND ?

This workshop is useful for all industry professionals, who needs to have comprehensive understanding of Production Preparation Process and all the associated tools from Quality. Technical professionals with 3-5 years of work experience.

Also suitable for working professionals in the area of:

- Company CEOs
- Marketing Group heading NPI
- R&D & Technology Heads
- Business strategy / Product planning groups
- Product Development Projects Group senior members including Project Leaders
- Design & Development group senior members
- Academicians from Institutions
- Small & Medium Entrepreneurs, Scientists from Research Institutions / Laboratories

MODE OF PAYMENT >>>

At Par / Multicity cheque or demand draft in favour of

The Automotive Research Association of India
 payable at Pune.

ARAI, over five decades, has provided its design and development expertise to the Indian automotive industry, focusing on the testing and evaluation of components and systems to meet national and international standards. ARAI strives to achieve international recognition in these areas. In keeping with the globalization of economy and business, ARAI continues to enlarge its scope of services to meet the requirements of automotive industries around the world. In addition to utilizing state-of-the-art technology, laboratories and highly-trained personnel, ARAI recognizes the need to develop a new generation of engineers to meet the demands of the automotive industry, not just in India but across the globe.

ARAI ACADEMY is classified into three divisions:

LEARNING CENTRE has embarked upon a programme of building up human resources by commencing educational programme (Graduate, Post graduate & Doctoral) with specialization in Automotive Engineering. It has tied up with VIT University (Vellore), Veltech University (Chennai), College of Engineering (Pune), Christ University (Bangalore), University of Alabama (USA), Tennessee Tech University (USA), Loughborough University (UK) and University of Braunschweig (Germany).

KNOWLEDGE CENTRE It has collection of around 23,000 books, standards, project reports, seminar/conference proceedings and around 75,000 SAE technical papers. It also has 237 eBooks. It subscribes to 40 national and international journals. It regularly publishes a monthly magazine 'Automotive Abstracts'. It also conducts literature / patent search for customer's projects.

TRAINING CENTRE: In line with Post Graduate and Doctoral Programs conducted by various universities abroad, ARAI Academy has devised various Proficiency Improvement Programmes (PIPs), to be taught by ARAI, Academia & Industry Experts. PIP gives engineers, faculty and student's knowledge and technical expertise in a wide range of automotive disciplines. It helps in understanding system's view point for automotive design and manufacture, with specific skills in formulating automotive engineering solutions in terms of their function and performance, through optional modules. Based on the present

REGISTRATION FEES

Category	Registration fees (Rs.) (per participant) taxes extra as Applicable
Engineers & Professionals	30,000 + GST/ ST

Besides the registration fees, there would be applicable taxes thereon (Service tax / GST as the case maybe. It is anticipated that the taxes will be payable @18% which will be further confirmed at the time of registration.

Registration fees include:

- Breakfast
- Lunch
- Delegate Kit

system in universities, credits are proposed for each module, so that the graduate engineers can attend various modules and sum-up the credits required for Master's or Doctoral Programs. Participants also get chance to visit related laboratories of ARAI and get hands on experience. Certificates are issued on the basis of attendance & written test conducted at the end of the programme. We also conduct Training Programmes through WEBEX and Domain Training Programmes for Automotive Industry.

Please visit www.araiindia.com for more information.

About India NPD School: India NPD School started in 2015 at New Delhi with 5 decades of experience for building Product Planning & Development related knowledge, skill, & competencies in Indian companies. Its focus on Business growth & organizational transformation. It has successfully conducted training at France, Japan, UK & India and has assisted Approx. 1000 companies. The school offers services in Assessment for R&D capability & capacity; Business & NPD relationship, and hand holding for NPD projects from opportunity scoping to concept development till commercialization to lifecycle monitoring.

