

PDMA India

International Conference
2017

30 IIT Madras
December Campus,
IC&SR Hall,
Chennai.



www.pdma-india.in

Agenda: PDMA-India International Conference 2017

30-Dec-2017 [Saturday]

09:00 AM – 10:00 AM	Delegate Registration
10:00 AM – 10:05 AM	Invocation Song
10:05 AM – 10:10 AM	Conference Inauguration by Prof. Jagadeeshkumar Dean Academic Courses, IIT Madras
10:10 AM – 10:25 AM	Welcome Address by Mr. Venkadesh Narayanan, President, PDMA-India Principal Consultant, Fhysics Business Consultants Pvt. Ltd., Chennai
10:25 AM – 10:45 AM	Inaugural Keynote address: Collaborative Product Development Dr. Aruna Shekar VP-Asia Pacific, PDMA (USA) Senior Lecturer, Massey University, New Zealand
10:45 AM – 11:00 AM	Teaching Product Design - Experience @ IITM Dr. Saravana Kumar Associate Professor, IIT Madras, Chennai
11:00 AM – 11:15 AM	India's Quest for Aligning Business and Strategic Goals Shri B.S. Mubarak IFS Director (South) – Ministry of External Affairs, Government of India, Delhi Former Consul General of India in Saudi Arabia
11:15 AM – 11:30 AM	Building Product Safety using ISO 31000 Mr. Venkadesh Narayanan, President, PDMA-India Principal Consultant, Fhysics Business Consultants Pvt. Ltd., Chennai
11:30 AM – 11:45 AM	BREAK
11:45 AM – 12:10 PM	Product & Brand Management Mr. Suresh Paul Antony Chairperson – Executive Education & Consulting Indian Institute of Management, Trichy
12:10 PM – 12:25 PM	What Success Looks Like in NPD Mr. Gopi Shankar Chief Engineer – MBP Trucks, Ashok Leyland, Chennai
12:25 PM – 12:40 PM	My Journey with Products Mr. Clynton Almeida Chief Information Officer, Redington (India) Limited, Chennai
12:40 PM – 01:00 PM	Building Your Organization's NPD Excellence through NPDP Certification Mr. Venkadesh Narayanan, President, PDMA-India
01:00 PM – 01:45 PM	LUNCH
01:45 PM – 02:10 PM	QUIZ



02:10 PM – 02:30 PM	Creation of Fastrack Reflex Band Mr. Sumant Sood Head – Innovation, Titan Company, Bangalore
02:30 PM – 02:50 PM	Developing a First-Time-Right Culture in Product Development Dr. V.E. Annamalai Head of Department – SSN College of Engineering, Chennai
02:50 PM – 03:10 PM	Behavioural Economics and Product Development -A Surgeons' Perspective Dr. Senthil Velan R Consultant Orthopaedic Surgeon
03:10 PM – 03:30 PM	NPD for National Growth Shri R.R.Clement IRS Additional Commissioner of Income Tax, Chennai
03:30 PM – 03:45 PM	NPD in Reel & Real Life Mr. Venkadesh Narayanan, President, PDMA-India
03:45 PM – 04:00 PM	BREAK
04:00 PM – 04:15 PM	NPD Methods & Metrics Mr. S. Shanmugasundaram General Manager – Engineering Quality, Renault-Nissan Technology & Business Centre India Pvt. Ltd., Chennai
04:15 PM – 04:30 PM	India Awaits NPD Revolution M/s. Meena Goel Head Business Development, Polyhose India Pvt Ltd, Chennai
04:30 PM – 04:45 PM	Essence of Market Research for Effective Product Development Mr. Kumaresh T S Senior Vice President, Vivid Infotech Software Solutions, Chennai
04:45 PM – 05:00 PM	10 Cutting Edge Techniques in NPD – Part-I Mr. Sathya Narayanan Kumar Principal Solution Architect – Supply Chain Analytics, Tech Mahindra, Chennai
05:00 PM – 05:15 PM	Protecting Product with IP Mr. Thiagaraj Gupta Assistant Controller, Patents & Designs, IPR, Chennai
05:15 PM – 05:30 PM	NPD Techniques Part-II Mr. Venkadesh Narayanan, President, PDMA-India
05:30 PM – 05:45 PM	Certificate Distribution
05:45 PM – 05:50 PM	Vote of Thanks
05:50 PM – 06:00 PM	National Anthem



New Product Development Professional (NPDP) Certification Program

19, 20 & 21 - January, 2018

Venue

The Chevron Hotel

#147, Infantry Road, Bangalore - 560 001

[Opp. to Police Commissioners Office]

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For enrolment, please speak to Mrs. Abhirami Kumaresan at +91-900-306-9000
