

Report on “Innovation Next Session 11”

Title: Value added Innovation, Target customers, Market competitors

Mapping with 3-Track Programme:

Speakers/ Resource personnel: Mr. Madan Kulkarni

Date and Time: 12th April 2023, 3.00pm to 5.00pm

Session Mode: offline

Platform (if online): NA

Number of Attendees: 20

Faculty: NA

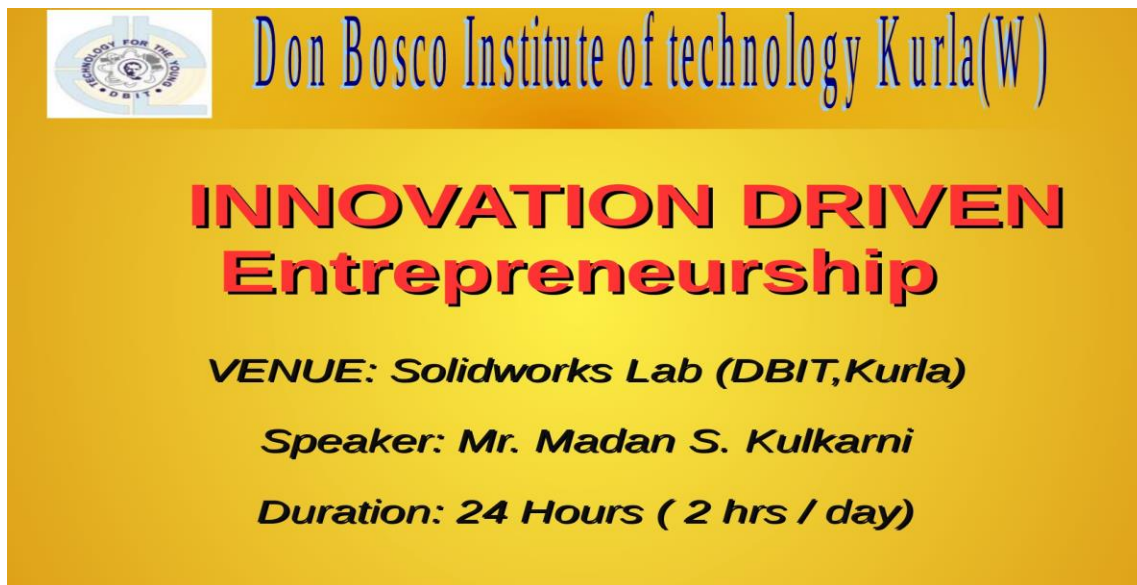
Student: 20

Number of External Attendees: NA

Social Media Link (Facebook/Twitter/Instagram): NA

YouTube Link: NA

Event Flyer:



Link to Registration Form Response: NA

Goals and Objectives: Students will be able to learn the Value added Innovation, who is the Target customers, understand the Market competitors.

Description: How to develop approach value added innovation was discussed. Customer identification and market competitors identification was discussed. How to check feasibility of product in terms of price in the market by comparing with competitors was discussed.

Event Screenshots/Photos: NA

Sample Certificate: NA

Organizing Dept/Committee and its Members:

Mechanical Engg. Dept., DBIT, Kurla

Feedback link and analysis: NA