



Hindusthan Institute of Technology

An Autonomous Institution, Approved by AICTE, New Delhi

Accredited with "A" Grade by NAAC

Affiliated to Anna University

Valley Campus, Pollachi Highway, Coimbatore – 641032.

Entrepreneurship Development Cell

Academic Year 2020-2021

Schedule of Activities

S.No	Details of Activity	Proposed Date
1.	New Product Development	17.07.2020
2.	Innovation in Industrial Product Design and Development	07.11.2020
3.	Motivational Session by Successful Entrepreneur / Startup Founder	16.11.2020
4.	Scope in Rural Entrepreneurship & Business plan Preparation	28.11.2020
5.	Business Model Canvas	25.03.2021
6.	Funding Opportunities for New START UPS	27.03.2021
7.	Innovation in Design	27.03.2021
8.	IPR Management for START UP	27.03.2021

New Product Development

12:20 PM

WEBINAR ON NEW PRODUCT DEVELOPMENT

Ph-1: Planning and Program Definition:

House of Quality

Result:
Arrived product specification, design, and reliability goals.

12:20 PM

Ph-1: Planning and Program Definition:

Activities:

- Understanding the customer's needs and product expectations.
- RFQ or RFP study. - Make matrix
- QFD- customer survey, interview & focus group - Arrive product spec.

Yoji Akao in 1970's

HOW TO MEET C

1. IDENTIFY: Identify what your customer need from you through keyword research, focus groups, or social listening.
4. COLLECT: Collect customer feedback on how your efforts meet their expectations.

12:24 PM

Ph-1: Planning and Program Definition:

House of Quality

Result:
Arrived product specification, plan, design and reliability goals.

(101)

- Jeeva Mech (You)
- Jaya Prakash
- Jeeva Mech
- Jaya Prakash

Also in the meeting (97)

Innovation in Industrial Product Design and Development



Motivational Session by Successful Entrepreneur / Startup Founder

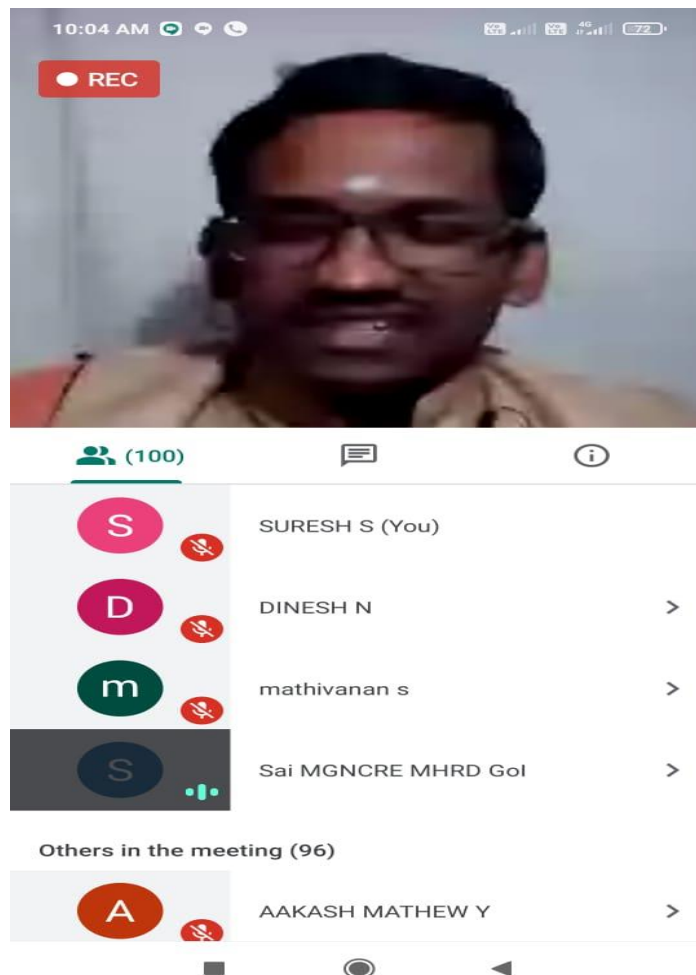
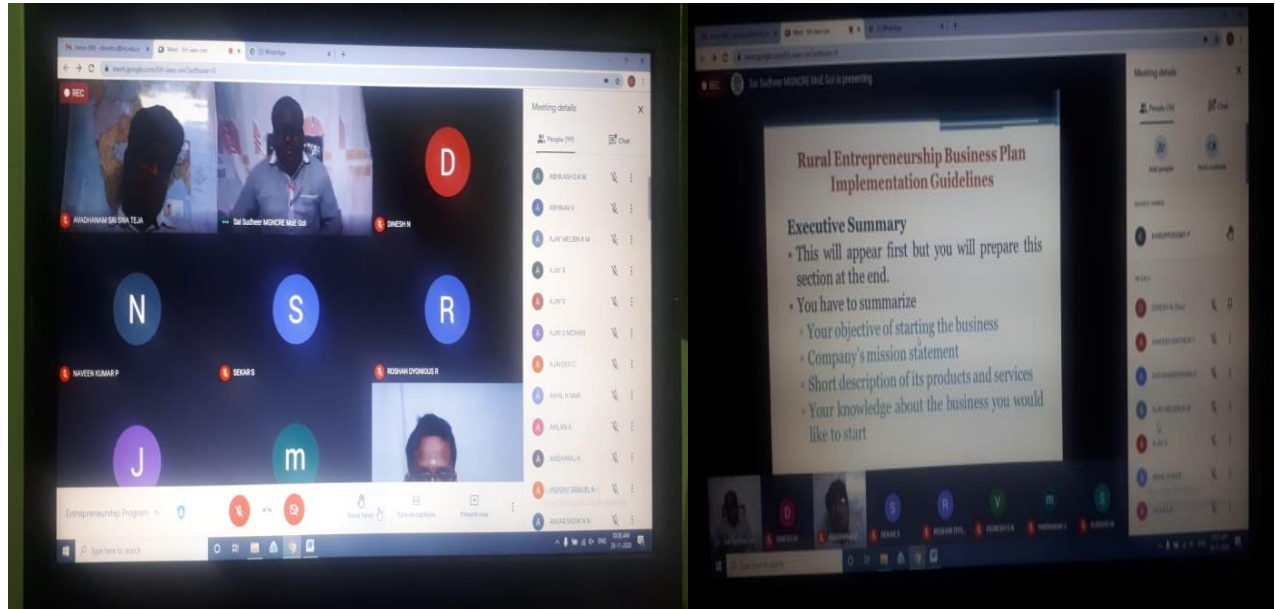
The screenshot shows a Google Meet window with the following elements:

- Browser Tabs:** My Drive - Google Drive, WEBINAR ON "MY STORY - M...", WEBINAR ON "MY STORY - M...", (1) WhatsApp, Meet - jzw-ziry-tdi.
- Address Bar:** meet.google.com/jzw-ziry-tdi?pli=1&authuser=1
- Meeting Video:** A central video feed of a man with glasses and a mustache, wearing a yellow shirt, speaking. A red "REC" button is visible in the top left corner of the video frame.
- Meeting Controls:** A row of icons for muting, ending, and screen sharing. Below these are the options "Turn on captions" and "Present now".
- Meeting Details Panel:** Located on the right side, it shows "Meeting details" with a close button. Below it, there are sections for "People (100)" and "Chat". Under "Add people", a list of participants is shown with their initials and names: JEEVARATHINAM A (You), AAKASH MATHEW Y, ABINESH KUMAR J, Abishek Ganesan, Abishek Rr, AFZAL ITHREES A, AJAY R, AJAY S, and AJAY S MOHAN.
- Taskbar:** At the bottom, the Windows taskbar is visible with a search bar, several application icons, and system tray icons including the date and time: 10:00 AM, 11/16/2020.

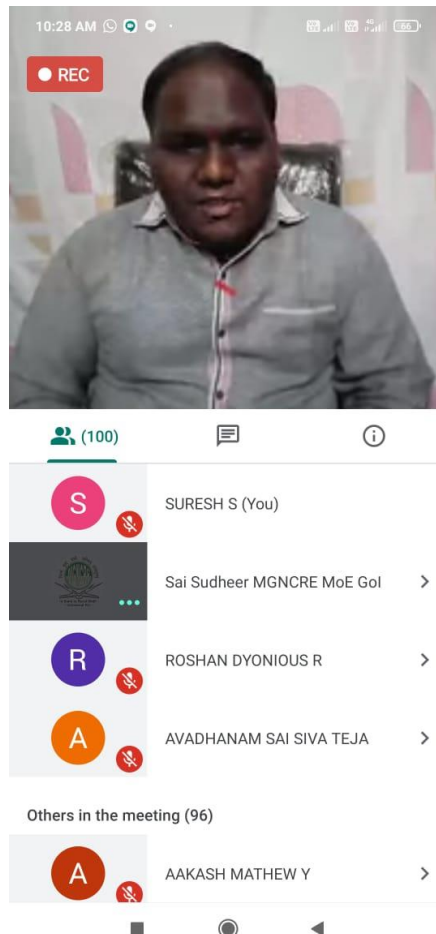
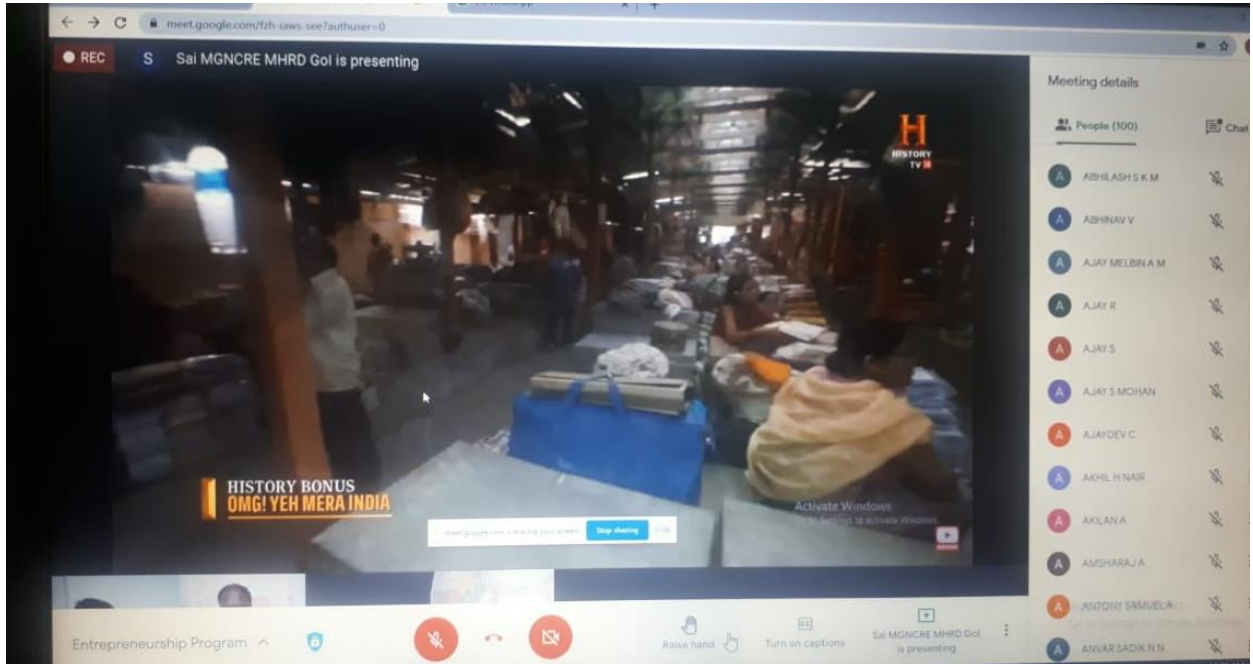
This screenshot shows a video player interface with the following elements:

- Video Feed:** A full-screen view of the same man in the yellow shirt speaking. The name "Manikandan Pandiyan" is displayed at the bottom center of the video.
- Player Controls:** A thin control bar at the bottom of the video frame, including a search bar with the text "Type here to search", a "Stop" button, and a "Share this tab instead" button.

Scope in Rural Entrepreneurship & Business plan Preparation



Business Model Canvas



Funding Opportunities for New START UPS



Innovation in Design

INNOVATION IN DESIGN

BY

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Technology

The scientific knowledge and/or equipment that is needed for a particular industry.

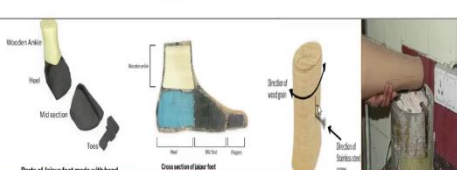
<p>INNOVATION</p> <p>Act of generating more value for the customer and the business by filling the job to be done.</p> <p><i>Better than any one else</i></p> <p>A new method, idea, product, etc. that action or process lead of innovating.</p>	<p>DESIGN</p> <p>The process and skill of making drawings that show how process to be made.</p> <p><i>something should be made,</i></p> <p>To plan and make a drawing of how it will work, etc</p> <p>It lead to invent, plan and develop something for a particular purpose</p>
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IPR Management for START UP

JAIPUR FOOT - A classic innovation



Parts of Jaipur foot made with hand

Connection of paper foot

Deckard of wooden cast (10%)

Deckard of wooden cast (10%)

High Tech

High technology (high tech) is the most advanced technology available which involves using the most advanced and developed machine and methods.

Affordable

- Dissemination through [meegp@hiet.ac.in](#) | [meegp@hiet.ac.in](#) | [meegp@hiet.ac.in](#) | [meegp@hiet.ac.in](#)

- Can reach the poorest of the poor


PVC shank


Screw

Wood block

Microcellular rubber

Cosmetic silicone rubber



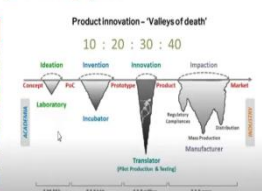


JEGAN MM HIEET STAFF MCT

Challenges of Reaching a postbox

Product Innovation - "Valleys of death"

10 : 20 : 30 : 40



Concept Lab Prototype Production Market

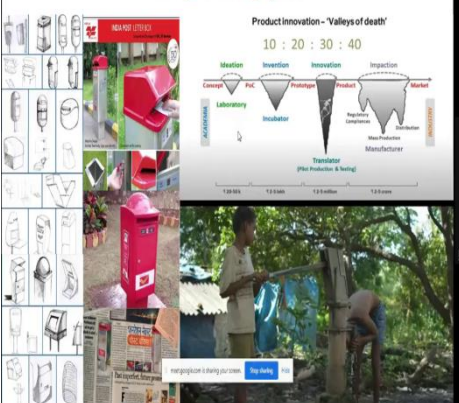
Innovation Invention Impaction

Laboratory Incubator


Manufacturer Manufacturer

Translator (From Production to Selling)

1.0.0.0.0 1.0.0.0.0 1.0.0.0.0 1.0.0.0.0



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