

IMED- Where Dreams Become Reality

INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT, PUNE



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Ranked among Top-25 Institutes in India by Outlook



**AICTE TRAINING AND LEARNING (ATAL) ACADEMY
ONLINE FACULTY DEVELOPMENT PROGRAMME
ON
"INNOVATION MANAGEMENT"
20th Sept. to 24th Sept. 2021**



Dr. Patangraoji Kadam
Founder, Bharati Vidyapeeth, Pune

Our Patrons

Hon'ble Prof. Dr. Shivajirao Kadam
Chancellor,
Bharati Vidyapeeth
(Deemed to be University), Pune

Hon'ble Dr. Vishwajeet Kadam
Secretary, Bharati Vidyapeeth
Pro Vice Chancellor,
Bharati Vidyapeeth (Deemed to be University), Pune

Hon'ble Dr. Manikrao Salunkhe
Vice Chancellor,
Bharati Vidyapeeth
(Deemed to be University), Pune

REGISTRATION LINK: ATAL PORTAL

<https://atalacademy.aicte-india.org/signup>

PARTICIPANT REGISTRATION IS MANDATORY ON ATAL PORTAL

FOR REGISTRATION, CLICK ON ABOVE LINK OR SCAN THE QR CODE

Who can register:

The faculty members of the AICTE approved institutions,
Research Scholars, Participants from Government and Industry.

IMED LINK (FOR SUPPORT) <https://bit.ly/3uEqNFf>



Objectives of FDP:

- To develop participants understanding about process of innovation and strategy formulation.
- To explain the participants about role of design thinking and TRIZ in innovation management.
- To guide participants about execution of innovation strategy and critical thinking for innovation.

Dr. Sachin Ayarekar

ATAL FDP COORDINATOR

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Outcomes:

Participants will be able to ...

- Understand the process of formulation of Innovation strategy
- Analyse various technological tools and schemes for innovation.
- Develop creative and critical thinking for innovation.

Dr. Sachin S. Vernekar

Dean FMS, BVDU, Director-IMED, Pune

CHAIRMAN

ORGANISING TEAM

Dr. Pramod Pawar
Prof. Deepak Navalgund
Dr. Baljeet Kaur
Dr. Shradha Vernekar
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The framework of economic and social activities in a region constitute the innovation systems, whose dynamics are complex in nature. The innovation processes have some common basic activities that support the generation of ideas for new product and process development and the management of the entire innovation process. It has become imperative for all systems and sub systems to have proper understanding about Innovation Management including Education system. Major contribution is expected from education system in mission Innovation.

The Faculty Members are the most vital change agents in the process of development and growth of young talent. Teachers with adequate skills, knowledge and information in the area of innovation management can ignite young minds for innovation which in coming years can contribute meaningfully in the mission of Make In India and Atmanirbhar Bharat.

The Faculty Development program is designed to train and develop the teachers so that, they can act as resource persons in guiding and motivating the students for Innovation Management.

In this 05 days Faculty Development Program, the following contents are covered :-

FIVE DAYS (20th Sept. - 24th Sept.2021)

DAY 1

Blue Ocean Strategy as a tool to Innovation, Blue Ocean strategy Vs Red ocean strategy, Innovation and Leadership

DAY 2

Process of Innovation in organization - idea generation to commercialisation, Challenges in the Evolution of New Technologies and Markets

DAY 3

Innovation strategy and execution- proactive, active, reactive, passive. Financial support for innovation - funding agencies (Govt. and private)

DAY 4

Adoption of technology for innovation in decision making, Critical thinking for innovation, Government Schemes for promoting MSME in India

DAY 5

Design Thinking and Innovation: For new products that don't exist, TRIZ Innovation: for Problem Solving in existing products, Stress management

Bharati Vidyapeeth, the parent body of Bharati Vidyapeeth (Deemed to be University), Pune, was established in 1964 by Hon'ble Dr. Patangraoji Kadam. It boasts of having the privilege of 182 educational Institutes of academic excellence under its wings imparting education from pre-primary to research level. In recognition of its academic excellence, MHRD, Govt. of India granted the status of "Deemed to be University" on 26th April 1996 to a cluster of 12 Institutes of Bharati Vidyapeeth. It is now one of the few Universities which has under its umbrella diverse disciplines such as Management, Medicine, Law, Engineering, Science, Arts, Commerce, Pharmacy, Architecture and Social work etc. The University is accredited with 'A+' Grade (2017) by NAAC and awarded Category-I University status by UGC. It has been ranked 63rd in Top 100 Universities in India by National Institutional Ranking Framework (NIRF), Ministry of HRD, Govt. of India.

IMED (Institute of Management and Entrepreneurship Development) which is a constituent unit of Bharati Vidyapeeth (Deemed to be University) is a premier Business School located in Pune . NIRF 2020, MHRD, Govt. of India ranked IMED 63rd among Top 75 B-Schools in India. It is one of the only Two in Pune and One of the only 10 Institutes in Maharashtra ranked in Top 75 Business Schools by NIRF. IMED offers two years full time post graduate management programme i.e. MBA & MBA(HR) with multiple specializations relevant to industries. It is one of the well recognised Research Centre for PhD.

To know more about IMED , Scan the QR Code



ABOUT PUNE, INDIA

Pune is the second-largest metropolitan city in the Indian state of Maharashtra, after Mumbai and has been ranked as "the most liveable city in India". Home to many Institutes and Universities of Higher learning and repute, Pune has won the title of "The Oxford of the East". Prestigious research institutions like NCL, NIV, DRDO, ARAI, IISER are the key factors that attract students and professionals from all around the world. Pune being an Industrialized town it houses the top MNC OEM automobile companies like Bajaj Auto, General Motors, Mercedes Benz, Force Motors, etc. The city is also a major IT hub with companies like Infosys, TCS, Wipro, Capgemini, IBM, Tech Mahindra etc. Pune's well established IT and automobile sector becomes a major attraction for the foreign investors and entrepreneurs. The city is also known for cultural activities such as classical music, spirituality, theatre, sports and literature. It's pleasant weather with several tourist attractions is a popular tourist destination too.

Located in South Asia, India is a peninsula that extends between the Bay of Bengal and the Arabian Sea. The world's largest democracy, India is a federal republic with 29 relatively autonomous states and seven union territories. English is the most important language for national, political and commercial communication, but Hindi is the most widely spoken.

ABOUT FDP

Innovation Management is the intersection between strategy, technology and operations. A secret of successful project depends on developing innovative technology and defining the strategy to get to the market. Accessing public funding can be a key part of a company's innovation strategy to leverage technological developments. Innovation is associated with the organizations' ability to see opportunities in the market and to create commercial relationships in order to make them economically viable. However, one of the major test company's face is how to handle the innovation process. Innovative organizations are influenced by their macro-environment.

Certain key factors like legislative and fiscal framework, the competitive environment, legislations related to patents and intellectual property and the available infrastructure for research and innovation support services are either obstructing or promoting innovation.