



**INSTITUTE
of QUALITY**

CII
Confederation of Indian Industry

ADVANCES IN THE FIELD OF INNOVATION

Value Innovation, Reverse Innovation, Open Innovation.....

1000 – 1700 hrs | Virtual | 24 November 2023

In the present Industry landscape of cutthroat competition, every company is adopting their unique strategies for competitive advantages and growth. Innovation is central to enhancing competitiveness. There has been a long-standing myth that Innovators are born and not made. This Programme attempts to explode that myth by training managers to be successful Innovators through systematic processes and tools. The programme has also been designed to enhance the innovation management capability of companies and will equip managers with practical and hands-on tools to start or manage their own innovations.



Value Innovation

- How to break Value Cost Trade off.
- What is ERRC Framework
- How to create a Blue-Ocean using Value Innovation?
- Case Studies



Reverse Innovation & Globalization

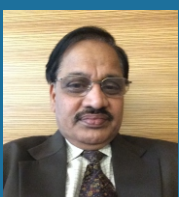
- Concept of Reverse Innovation & Globalization.
- Case Studies



Open Innovation

- Concept of Open Innovation
- Open Innovation & Protection of IPRs
- Case Studies

FACULTY



The programme will be conducted by well-recognized innovation specialist, Prof NMK Bhatta, trained by Steinbeis Germany and has conducted several Innovation programmes at IIM Indore, XIME, Bangalore and several other corporates. He has published papers on Innovation Management in State Run Enterprises and worked towards development of a tool for measurement of Innovation Maturity in Indian Industries.

FEE

CII Member: INR 6,000 + 18% GST

Non Member: INR 7,000 + 18% GST

- 10% discount for 3 or more nominations from the same company
- Pre Payment is mandatory