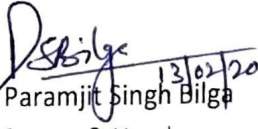


GIZ - MSME's Capacity Building Workshop  
Strengthening Industry-Academia collaboration  
18<sup>th</sup> Dec – 20<sup>th</sup> Dec 2019  
Valvan Village Resort, Lonavala, Pune

Program Report

This workshop jointly organized by GIZ MSME INNO Project and Ministry of MSMEs so that the academia will be equipped with a deeper understanding of the sector and skills required for problem solving, drafting industry proposals and working in cross function yet cohesive teams. After the inauguration of the workshop on 18<sup>th</sup> Dec, 2019 at 10:30 am, a renowned consultant Er. Kamlesh Pande in the first session of the workshop explained about the concepts of new product design and development and its different stages. He also discussed about the product life cycle through the concepts of Product Market Matrix, Technology Market Matrix and Technology/ Product Evolution (S- curve). A TPS World consultant Ms. Rishi Goel taught about how to work in team, what is a team and phases of team development through practical session by building teams of participants. A world bank consultant, Mr. S. Venkatramanan enlightened about the Project Management through SIPOC diagram and stages of projects. He also taught project report writing using mind map and presented a typical format of project report. He further given tips on presentation of report. On the second day i.e. 19<sup>th</sup> Dec, 2019, GIZ Coordinator for Maharashtra Mr. Tasvvar Ali discussed the role of academia in the growth of MSME sector and how academia can contribute to the industrial growth of the MSME sector with support during ideation, implementation and improvement of projects with research based inputs and technical know-how. He also demonstrated through case studies the success stories of some the Maharashtra's academic institutions. A leading innovator, Er. Sumit Lakhera organized a practice sessions on Innovation and Design Thinking- a solution-based approach to solving problems through working in cross-functional teams. On the third day of the workshop i.e. 20<sup>th</sup> Dec, 2019, CEO of TPS World Mr. Ravinder Bhan in his session described in detail about the project proposal writing and opportunity planning. He explained various stages of sales and further discussed the SPIN (Situation-Problem-Implications-Need payoff) questioning technique to unlock customer needs. In the last session, Mr. Abhay P. Daptardar, Asstt. Director, MSME Development Institute, Mumbai highlighted the various Scheme/ Initiatives of Government of India for MSME and Innovations.

  
13/02/2020  
Dr. Paramjit Singh Bilga  
Professor & Head  
Mech. Engg. Department