



# VIT<sup>®</sup>

Vellore Institute of Technology  
(Deemed to be University under section 3 of the UGC Act, 1956)

SCHOOL OF CHEMICAL ENGINEERING  
Vellore Institute of Technology, Vellore-632014

## Value Added Course (VAC)

**Date**

27<sup>th</sup> June – 2<sup>nd</sup> July, 2022

**Registration active from**  
1<sup>st</sup> – 25<sup>th</sup> June, 2022

**Registration fee**  
Rs. 200/student

**on**

**New Product  
Development**

**VAC 2113**

**Delivery mode**  
MS Teams

**Course duration**  
30 hours

**Objectives:** To identify market needs, understand process associated with new product development and to test its success in the market.

Certificates will be issued on successful completion of the program

**Coordinators**

Dr. S. Karthika

Dr. L. Muruganandam

Dr. K. Sivagami

Registration link for students: <https://events.vit.ac.in/>



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## SCHOOL OF CHEMICAL ENGINEERING

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### Value Added Course (VAC)

on

### NEW PRODUCT DEVELOPMENT-VAC2113

S.No	Date	Time	Topic	Course Faculty
1	27.06.2022	10.00 A.M - 1.00 P.M	Introduction to new product development	Mr. Nitin Nadig, Product Manager, Proximity Works, Bengaluru
2	27.06.2022	2.30 P.M - 5.30 P.M	Product development opportunities in WASH Domain	Dr. K. Sivagami, Associate Professor, SCHEME, VIT Vellore
3	28.06.2022	10.00 A.M - 1.00 P.M	Customer need analysis and factor analysis	Dr. Anil Verma, Assistant Professor, VITBS, VIT, Vellore
4	28.06.2022	2.30 P.M - 5.30 P.M	Understanding your customer	Mr. Gokul Kumar, Assistant Manager, Outreach and Admissions, Plaksha Technology Leaders Program
5	29.06.2022	10.00 A.M - 1.00 P.M	Stages of the Product Life Cycle	Mr. Nitin Nadig, Product Manager, Proximity Works, Bengaluru
6	29.06.2022	2.30 P.M - 5.30 P.M	The Product life cycle management in the age of Industry 4.0	Dr. Kirubakaran, Assistant Professor, NIT, Trichy
7	30.06.2022	10.00 A.M - 1.00 P.M	Product Specifications and Sustainable NPD Approaches	Dr. Jayakrishna Kandasamy, Associate Professor, SMEC, VIT, Vellore
8	30.06.2022	2.30 P.M - 5.30 P.M	Product specifications	Mr. Ramaiah Lakshmanan, AGM (Retired), BHEL, Ranipet
9	01.07.2022	10.00 A.M - 1.00 P.M	Marketing strategies	Dr. Rajesh Ittamalla, Assistant Professor, NIT, Trichy
10	02.07.2022	10.00 A.M - 1.00 P.M	Advancement in Pharmaceutical Process Technology Transfer in Solid Oral Dosage forms	Mr. Amaresh Kesharwani, Associate Scientific MANAGER - Biocon Pharma Ltd, Bengaluru

#### Dates

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