**REPORT ON THE EVENT**

|  |  |
| --- | --- |
| Name of the Centre | The Institution of Engineers (India)  Coimbatore Local Centre |
| Nature of the Event | Technical Lecture |
| Under the aegis of which Divisional Board: | Mechanical Engineering Division Board |
| Title | **“CHALLENGES IN NEW PRODUCT DEVELOPMENT”** |
| Date & Time | 23rd January 2024 (Tuesday) |
| Speaker | Mr A GOMATHINAYAGAM  DGM - Design & Analysis,  Product Development Centre,  Larsen & Toubro Limited, Coimbatore |
| Associate organization/s (if any): | Department of Foundry Technology  Polytechnic College, Coimbatore |
| No. of Participants | 65 |
| Event Content | New product development is the process of bringing a new product to customer end through market. The process of NPD involves from project start with the idea generation, data collection, decoding informal competition, parametric study, finalising the specifications of the required product, machine layout, FEA study, drawing release, prototype model, testing, design improvement, commercialization and the challenges in NPD. |
| **Event Summary :** | |
| The Institution of Engineers (India), Coimbatore Local Centre, organized a technical lecture on **“CHALLENGES IN NEW PRODUCT DEVELOPMENT”** in association with the Department of Foundry Technology, PSG Polytechnic College,Coimbatore, on January 23, 2024 (Tuesday). The technical lecture was delivered by **Mr.A.Gomathinayagam**, DGM, Design & Analysis, Product Development Centre, Larsen & Toubro Limited, Coimbatore.  **Dr.G.Madhan Mohan,** Honorary Secretary, IE (I), Coimbatore Local Centre, gave the welcome address. **Dr.B.Giriraj,** Principal, PSG Polytechnic College, delivered the presidential address. **Mr.S.Sivasubramaniam,** Lecturer (Sr. Gr.), Dept. of Foundry Technology, PSG Polytechnic College,introduced the guest speaker.  **Mr.A.Gomathinayagam** has given an overview of the importance of new product development and the processes involved, from ideation to commercialization of the required product, with examples. He also overviewed the challenges in the NPD in a practical manner.  Finally, the vote of thanks was proposed by **Dr.M.Arasu,** Head of the Department, Department of Foundry Technology, PSG Polytechnic College, Coimbatore. | |
| Photographs | |