



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

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Ministry of HRD, Govt. of India

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Department of Management, MBA

Report on

SIIC, IIT Kanpur A- MDP/Programme in Product Management



Organizer: Department of Management, Maharaja Agrasen Institute of Technology

Date: 19th February to 23rd February 2024

Timings: 9:45 AM to 5:15 PM

Venue: IIT Kanpur Outreach Center, Sector 62, Industrial Area, Noida, Uttar Pradesh

Faculty Coordinator:- Dr. Sanjeev Kumar

This report summarizes the 5-day intensive training program designed for Micro, Small & Medium Enterprises (MSMEs) focusing on product management. The training aimed to equip participants with essential skills and knowledge in product development, market analysis, strategic planning, and product marketing, essential for the growth and sustainability of MSMEs in a competitive market.

Objectives

The primary objectives of the training were to:

- Enhance understanding of the product life cycle and market dynamics.
- Develop skills in product planning, development, and launch strategies.
- Strengthen capabilities in market research, analysis, and application of findings to product management.
- Foster innovation and creativity in product development and management.
- Equip participants with tools and techniques for effective product marketing and sales strategies.

Agenda

Day 1: Introduction to Product Management

- Overview of product management and its importance for MSMEs.
- Understanding the product life cycle.
- Key roles and responsibilities of a product manager.

Day 2: Market Research and Analysis

- Techniques for effective market research.
- Analyzing market trends and consumer behavior.
- Application of market research in product development.

Day 3: Product Development and Innovation

- Stages of product development.
- Fostering innovation in product design and development.
- Case studies of successful product innovations.

Day 4: Product Marketing Strategies

- Developing a marketing plan for new products.
- Digital marketing strategies for product promotion.
- Pricing strategies and distribution channels.

Day 5: Product Launch and Evaluation

- Planning and executing a product launch.
- Measuring product success and performance metrics.
- Feedback collection and product improvement strategies.

Activities

The training included interactive lectures, group discussions, case study analyses, practical exercises.

Participant Feedback

Participants provided positive feedback, appreciating the hands-on approach, the relevance of the content to MSME challenges, and the opportunity to network with peers.

Outcomes

The training successfully met its objectives, with participants demonstrating a significant improvement in their understanding of product management concepts and expressing confidence in applying these skills to their respective businesses.

Conclusion

The 5-day training program on product management for MSMEs was a valuable initiative, contributing to the enhancement of product management practices among participating MSMEs. The positive feedback and outcomes indicate a strong foundation for future training programs.



