

MOE'S INNOVATION CELL
INSTITUTION'S INNOVATION COUNCIL

CMR TECHNICAL CAMPUS

INNOVATION RISK DIAGNOSTIC: PRODUCT INNOVATION RUBRIC (PIR)

OVERVIEW

Objective:

> Understand the different risks inherent to Product Innovation and how you can validate the true market potential of the product innovation by linking it to customer motivation, customer-acceptance, and customer-commitment > Learn the fundamentals of PIR and the diagnostic tool to evaluate and assess the potential of the Product Innovations and to gauge its progress.

Benefit in terms of learning/Skill/Knowledge obtained:

Learned the fundamentals of PIR and the diagnostic tool to evaluate and assess the potential of the Product Innovations and to gauge its progress.

Academic Year:

2019-20

Program driven by:

MIC driven Activity

Month:

May

Program /Activity Name:

Program Type:

Other

Other:

NA

Program Theme:


IPR

Other:

NA

Date & Duration (Days):	External Participants, If any:
05/15/2020-05/15/2020-0	
Student Participants:	Faculty Participants:
35	25
Expenditure Amount, If any:	Remark:
Nil	NA

ATTACHMENTS

Video:	NA
Photograph1:	
Photograph2:	/uploads/institutes/mic/images/events/institutes/presentation/IC201811279_EVE7063_Photogra
Session plan, If any:	https://api.mic.gov.in/uploads/institutes/mic/images/events/institutes/presentation/IC201811279_063_Report.pdf

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