

RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE and Affiliated to Pondicherry University)

(Accredited with 'A' Grade by NAAC)

(Sponsored by Sri Balaji Educational and Charitable Public Trust)

Pondy - Cuddalore Main Road, Kirumampakkam, Puducherry - 607 403.

27/12/2022,
Puducherry

From

Mr.S.Aravind Kumaran,
Event Coordinator,
Department of BME,
Rajiv Gandhi College of Engineering and Technology,
Kirumampakkam,
Puducherry - 607 403.

To

The Principal,
Rajiv Gandhi College of Engineering and Technology,
Kirumampakkam,
Puducherry - 607 403.

THROUGH THE HEAD OF THE DEPARTMENT, DEPARTMENT OF BME


Respected Sir,

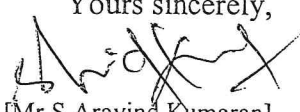
Sub: - Regarding a permission to conduct one day seminar for the students of BME.

Department of Biomedical Engineering the has arranged a seminar to be held on 10/01/2023, on the topic "Building an Innovative Product Fit for the Market" offered to the II, III & IV Year students of the BME Department, I kindly request you to grant permission to conduct this program.

Enclosed are the details of the Seminar for your perusal and approval.

Thanking you


Dr. E. VIJAYARAJ
B.Tech. (Mech.), B.Tech.(Energy), Ph.D. (IIT Madras)
M.I.S.T.E., F.I.I.P.E., M.C.S.I M.C.I.I.,
PRINCIPAL
Rajiv Gandhi College of Engineering & Technology
Pondy - Cuddalore Main Road,
Kirumampakkam, Puducherry - 607 402.

Yours sincerely,

[Mr.S.Aravind Kumaran]
Event Coordinator



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DEPARTMENT OF BIOMEDICAL ENGINEERING

ACADEMIC YEAR 2022-2023

No:RGCET/BME/Circular/2022-2023/IPR 01

Date:30.12.2022

CIRCULAR

I am excited to inform you that as part of Intellectual Property Rights Activity, We have arranged a seminar on the topic "Building an Innovative Product Fit for the Market" going to be conducted on 10/01/2023. The aforementioned seminar will be offered to II, III, IV Year students of the BME Department.

All are invited


Dr. E. VIJAYAKRISHNA RAPAKA
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.,
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HOD/BME

Head of the Department
Department of Biomedical Engineering
Rajiv Gandhi College of Engineering & Technology
Kirumampakkam, Puducherry - 607 403.

COPY TO:

1. The Principal
2. Circulate to all Faculty Members and BME students
3. Notice Board/ File

**RAJIV GANDHI COLLEGE OF ENGINEERING AND
TECHNOLOGY, PUDUCHERRY**

**DEPARTMENT OF BIOMEDICAL ENGINEERING
ORGANIZES**

**SEMINAR
ON
“BUILDING AN INNOVATIVE PRODUCT FIT FOR
THE MARKET”**

**Chief guest
Dr. B HEMAKUMAR,
Entrepreneur And Design Expert**

WE WELCOME

Dr. VIJAYAKRISHNA RAPAKA, Principal, RGCET

Dr. K AYYAPPAN, Convenor, RGCET

Dr. P BARANI SRINIVASAN, HOD, BME

DATE: 10th JANUARY 2023

**VENUE: RAJIV GANDHI COLLEGE OF ENGINEERING AND
TECHNOLOGY, PUDUCHERRY**

Dr. E. VIJAYAKRISHNA RAO
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.,
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Report on the seminar "Building an Innovative Product Fit for the Market"

Date: 10/01/2023

Organized by: Department of Biomedical Engineering (BME), Rajiv Gandhi College of Engineering and Technology (RG CET)

Guest Speaker: Dr. B Hemakumar, Associate Professor, IE, PTU.

Target Audience: Students of BME, RG CET

Course Name	"My Story: Motivational Session by a Successful Entrepreneur"		
Course Code	BME22IPR01		
Resource Person (s)	Dr. B Hemakumar		
Date	10-01-2023		
Course Offered to	Dept.: BME	Year: II, III, IV	Sem : III, V, VII

1. Introduction

Department of Biomedical Engineering, Rajiv Gandhi College of Engineering and Technology, organized a very enriching webinar on the topic "Building an Innovative Product Fit for the Market" for Biomedical Engineering students. In this webinar, the students will be educated on

all the essential steps and strategies involved in the development of innovative products that meet the needs and demands of the market.

2. Objectives

The following are the key objectives of the webinar:

Introduce innovation in product development to students.

Emphasize that market research and validation goes into making successful products.

Guide students on the design of products designed to solve real-world problems or answer a market requirement.

Encourage students to think like entrepreneurs, engineering their projects for a product-market fit.

3. Webinar Details

a. Opening Remarks:

The program commenced with the inaugural speech of Mr. S Aravind Kumaran, the event coordinator of the seminar, who welcomed the participants and regarded the need for innovation and entrepreneurship in Biomedical engineering.

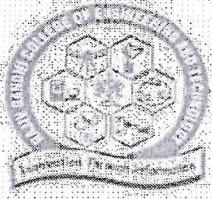
b. Keynote Presentation:

The keynote presentation was delivered by: Dr. B Hemakumar, a seasoned entrepreneur and expert in the development of products. He shared hands-on experiences and tips on how to develop innovative products that connect with the target markets. They discussed issues such as identification of market gaps, detailed market research, and validation of ideas about the product through iterations.

c. Technical Sessions:

1. Session 1: Ideation and Concept Development

- Methods for ideation of innovative product ideas in biomedical engineering



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- Techniques of redefining concepts and product specification
- Case studies of successful product ideation processes

2. Session 2: Market Research and Validation

- understand the role of market research in knowing customer needs and preferences
- effective strategies to conduct a good market survey and analysis
- approaches to validating a product concept and seeking feedback from prospective customers

3. Session 3: Designing for Market Fit

- principles behind the design of products to meet the demands of the market place
- iterative design and prototyping processes
- Gathering feedback from users and iterating product features to have optimal market fit.

d. Q&A Session

After the technical session, there was a question and answer session, where the students could ask questions and get clarification on various aspects from the speakers. The panelists replied to various questions on issues such as solutioning to certain challenges in product development, effective market research techniques, and how to improve the product innovation process.

1. KC [II YEAR]

2. [III YEAR]

3. [IV YEAR]

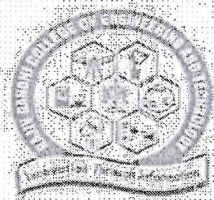
Class coordinator.

[Signature]
Course Coordinator

[Signature]
HOD

Head of the Department
Department of Biomedical Engineering
Rajiv Gandhi College of Engineering & Technology
Kirumampakkam, Puducherry - 607 403.

Dr. E. VIJAYAKRISHNA RAPAKA
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DEPARTMENT OF BIOMEDICAL ENGINEERING

STUDENTS ENROLLED

(IPR / ACADEMIC YEAR 2022-23)

STUDENT NAME LIST:

S.no	Reg.no	Name of the student	Year
1	21TJ0001	ABINAYA K	II
2	21TJ0002	ADARSH P K	II
3	21TJ0003	ADHITHIYAN. R	II
4	21TJ0004	AKASH. A	II
5	21TJ0005	ARUN P	II
6	21TJ0006	ASWANTH. R	II
7	21TJ0007	DHARANI S	II
8	21TJ0008	DHARSHINI R	II
9	21TJ0009	GOMATHI K	II
10	21TJ0010	IMAYA JOTHY M	II
11	21TJ0011	KABILAN M	II
12	21TJ0012	KAMALEISHUVARI A P	II
13	21TJ0013	KAVIYA. K	II
14	21TJ0014	KHISHOR R	II
15	21TJ0015	KOWSHIK RAJ. M	II
16	21TJ0016	KRISHNAKANTH C	II
17	21TJ0017	MOHAMED KEIF. K	II
18	21TJ0018	MUHEMMED SINAN M A	II
19	21TJ0019	NARMADHA V	II
20	21TJ0020	NIKHITHA MARY JOHN	II
21	21TJ0021	PARUVANITHA P	II
22	21TJ0023	PRIYA M	II
23	21TJ0025	RAGURAM R	II
24	21TJ0026	RAJA. S	II
25	21TJ0027	RAKUL R	II
26	21TJ0028	RAMPRATHOOSH K M	II
27	21TJ0029	RESHWIN NISAR	II
28	21TJ0030	SANDHIYA E	II
29	21TJ0031	SARAN. V	II
30	21TJ0032	SHILPA. R	II
31	21TJ0033	SUBALAKSHMI. P	II
32	21TJ0034	THAMIZHARASAN. D	II
33	21TJ0035	THANCA RAJANIV	II

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34	21TJ0036	UDHAYAKUMAR.K	II
35	21TJ0037	VAITHEESHWARI. R	II
36	21TJ0038	VARSHA. K	II
37	21TJ0039	VIGNESWARAN. M	II
38	20TJ0001	AATIF.A	II
39	20TJ0002	ABDUS SALAM I	II
40	20TJ0003	ABISSHAKE.B	II
41	20TJ0004	ADITHYA.S	II
42	20TJ0005	ARTHI.N	II
43	20TJ0006	ARUL ARASAN.V	II
44	20TJ0007	ARUN A	III
45	20TJ0008	ARUNDATHI.R.M	III
46	20TJ0009	BANUPRIYA S	III
47	20TJ0010	CHANDRU S	III
48	20TJ0011	CHARUMATHI.V	III
49	20TJ0012	DHANALAKSHMI S	III
50	20TJ0013	DHARSHINI S	III
51	20TJ0014	DURGA DEVI S	III
52	20TJ0015	GEETANJALI.V	III
53	20TJ0016	GOKUL T	III
54	20TJ0017	HAJIRA BEGAM. A	III
55	20TJ0018	HARIHARAN.M	III
56	20TJ0019	HARSSHINI SWETHA .M	III
57	20TJ0020	JAGANNATH.V	III
58	20TJ0021	JANANI.S	III
59	20TJ0022	JAYARAM.A	III
60	20TJ0023	KALIMUTHU SANTHOSH.J	III
61	20TJ0024	KARTHIKEYAN. C	III
62	20TJ0025	KOGILAVARSHINI. M	III
63	20TJ0026	LOUHITYA .K	III
64	20TJ0027	MADHUNISHA S	III
65	20TJ0028	MOHAMED IBRAHIM.A	III
66	20TJ0029	MOHAMED RIYAS.R	III
67	20TJ0030	MUHAMMED SHAMLAN CK	III
68	20TJ0031	NATARAJAN A	III

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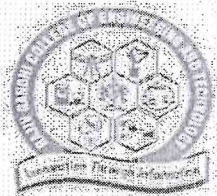
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69	20TJ0032	NAUFAL AHAMED.N	III
70	20TJ0033	NITHISHWAR B	III
71	20TJ0034	PAVITHIRA.M	III
72	20TJ0035	PRADEEP. A	III
73	20TJ0036	PRAVIN K	III
74	20TJ0037	PRAVINKUMAR.S	III
75	20TJ0038	PREMALATHA.M	III
76	20TJ0040	RAGHUL.L	III
77	20TJ0041	RUPAN.G	III
78	20TJ0042	SATHYAVATHI.M	III
79	20TJ0043	SHAHIR AHAMED. H	III
80	20TJ0044	SHARMILA.M	III
81	20TJ0045	SHRIRAM	III
82	20TJ0046	SITALAKSHMI N	III
83	20TJ0047	SRI SASI. G	III
84	20TJ0048	SRIYA J	III
85	20TJ0049	SWETHARAJ Y	III
86	20TJ0050	THENAMUDHAN K	III
87	20TJ0051	VAITHESHWARI.M	III
88	20TJ0052	VARSHINI.S	III
89	20TJ0053	VASUNTHARA.S	III
90	20TJ0054	VASUNTHRA G	III
91	20TJ0055	YADHU CHANDRAN A.V	III
92	20TJL001	PRAKASHRAJ N	III
93	19TJ0052	ANGELINE SUJINA DOROTHY P	IV
94	19TJ0053	ANSA DINESH	IV
95	19TJ0054	ARAVINDH N	IV
96	19TJ0056	ASHWIN H	IV
97	19TJ0057	AZHAGAN A	IV
98	19TJ0058	BHAVADHARANI M	IV
99	19TJ0059	BHAVANA K	IV
100	19TJ0060	DAEVY PRIYA S	IV
101	19TJ0061	DENESH G	IV
102	19TJ0062	DESAVARTHINI D	IV
103	19TJ0063	DEVIPRIYA S	IV
104	19TJ0064	DHARANIRAJAN S	IV
105	19TJ0065	DHWARAKESH K	IV
106	19TJ0066	GOKUL C	IV
107	19TJ0067	HARIHARAN K	IV
108	19TJ0068	HARIHARAN M	IV
109	19TJ0069	HARSHITHA.D	IV
110	19TJ0070	JANAKI R	IV
111	19TJ0071	JARISHWAR E	IV
112	19TJ0072	JASMINA A	IV
113	19TJ0073	JAYAPRIYA K	IV

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114	19TJ0075	KARTHIK RAAJANE A	IV
115	19TJ0076	KAVIPRIYA P	IV
116	19TJ0077	KIRSHOTH K	IV
117	19TJ0078	KRISHNA PRASATH P	IV
118	19TJ0079	KUBENTIRAN A	IV
119	19TJ0080	LATHIGA LEMAIRE T	IV
120	19TJ0081	LOGESHWARI P	IV
121	19TJ0082	LOGESWARAN Y	IV
122	19TJ0083	LOKESHWARI M	IV
123	19TJ0084	MADHUBALA S	IV
124	19TJ0085	MANO ANDREW M	IV
125	19TJ0086	MOHANESH R	IV
126	19TJ0087	MONISHA I	IV
127	19TJ0089	NIRMAL G	IV
128	19TJ0090	OVIYA PRIYA M	IV
129	19TJ0091	PRAGATHEESHWAR R	IV
130	19TJ0092	PRATHAP	IV
131	19TJ0093	PRATHIYUKSHA P	IV
132	19TJ0094	PRAVEENKUMAR K	IV
133	19TJ0095	PRAVEENRAJ G	IV
134	19TJ0096	RAGURAMAN S	IV
135	19TJ0097	RAMYA M	IV
136	19TJ0098	ROFI R	IV
137	19TJ0099	ROSHIGA G	IV
138	19TJ0100	SAI YOGHISHA A	IV
139	19TJ0101	SAROJINI J	IV
140	19TJ0102	SATHEESH KUMAR D	IV
141	19TJ0103	SHAMJITHA V	IV
142	19TJ0104	SNEHA S	IV
143	19TJ0105	SOPNA S	IV
144	19TJ0106	SRIVALLI B	IV
145	19TJ0107	SUBASHREE RANJANI P	IV
146	19TJ0108	SUGIRTHA V	IV
147	19TJ0109	SUJITHKUMAR R	IV
148	19TJ0110	SUMAIYA M	IV
149	19TJ0111	SWETHA R	IV
150	19TJ0112	UMAMAHESWARI K	IV
151	19TJ0113	VANISRI R	IV
152	19TJ0114	VIGNESH M	IV
153	19TJ0115	YAZHINI @ KANIMOZHI S	IV
154	19TJ0116	YUVASRI M	IV

Dr. E. VIJAYAKRISHNA RAPAKA

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LIST OF ABSENTEES:

S.NO	REG.NO.	YEAR	NAME
1	21TJ0021	II	PARUVANITHA P
2	20TJ0033	III	NITHISHWAR B
3	20TJ0051	III	VAITHESHWARI.M
4	19TJ0113	IV	VANISRI R

1. *[Signature]* [II YEAR]

2. *[Signature]* [III YEAR]

3. *[Signature]* [IV YEAR]

Class coordinator.

[Signature]
Course Coordinator

[Signature]
HOD

Head of the Department
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[Signature]
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RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY, PUDUCHERRY

IPR01 / ACADEMIC YEAR 2023-23

FEEDBACK FORM

REG.NO.

Name:

Feedback Questionnaire: "Building an Innovative Product Fit for the Market"

Overall Satisfaction :

1. Please indicate how satisfied you were with the seminar.

- A. Very satisfied
- B. Satisfied
- C. Neutral
- D. Dissatisfied
- E. Very dissatisfied
- F. Content Relevance

2. Did the seminar content meet your expectations?

- A. Yes, it exceeded my expectations
- B. Yes, it met my expectations
- C. Somewhat
- D. No, it fell short of my expectations
- E. No, not at all

b) F. Effectiveness of Instruction

3. To what extent were the instructors effective in delivering the material?

- A. Extremely effective
- B. Very effective
- C. Moderately effective
- D. Slightly effective
- E. Not effective at all
- F. Hands-On Activities

4. Did the seminar help you in gaining a better understanding and enhance your understanding of

- A. Very useful
- B. Quite useful
- C. Somewhat useful

D. Not very useful

E. Not useful at all

F. Materials and Resources

5. Were the seminar materials and resources adequate?

- A. Yes, more than adequate
- B. Yes, adequate
- C. Somewhat adequate
- D. No, not very adequate
- E. No, inadequate
- F. Facilities and Equipment

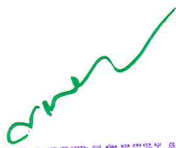
6. How would you rate the facilities and equipment for the seminar?

- A. Excellent
- B. Good
- C. Fair
- D. Poor
- E. Very poor

7. Likelihood of Recommendation

How likely would you be to recommend this seminar to your peers?

- A. Very likely
- B. Likely
- C. Neutral
- D. Unlikely
- E. Very unlikely


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Signature of the student

RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY, PUDUCHERRY

IPR01 / ACADEMIC YEAR 2023-23

FEEDBACK FORM

REG.NO. 21TJ0023

Name: Priya M

Feedback Questionnaire: "Building an Innovative Product Fit for the Market"

Overall Satisfaction :

1. Please indicate how satisfied you were with the seminar.

- A. Very satisfied
- ☒ B. Satisfied
- C. Neutral
- D. Dissatisfied
- E. Very dissatisfied
- F. Content Relevance

2. Did the seminar content meet your expectations?

- A. Yes, it exceeded my expectations
- ☒ B. Yes, it met my expectations
- C. Somewhat
- D. No, it fell short of my expectations
- E. No, not at all

b) F. Effectiveness of Instruction

3. To what extent were the instructors effective in delivering the material?

- A. Extremely effective
- B. Very effective
- ☒ C. Moderately effective
- D. Slightly effective
- E. Not effective at all
- F. Hands-On Activities

4. Did the seminar help you in gaining a better understanding and enhance your understanding of

- A. Very useful
- ☒ B. Quite useful
- C. Somewhat useful

D. Not very useful

E. Not useful at all

F. Materials and Resources

5. Were the seminar materials and resources adequate?

- A. Yes, more than adequate
- ☒ B. Yes, adequate
- C. Somewhat adequate
- D. No, not very adequate
- E. No, inadequate
- F. Facilities and Equipment


6. How would you rate the facilities and equipment for the seminar?


- A. Excellent
- ☒ B. Good
- C. Fair
- D. Poor
- E. Very poor

7. Likelihood of Recommendation

How likely would you be to recommend this seminar to your peers?

- A. Very likely
- ☒ B. Likely
- C. Neutral
- D. Unlikely
- E. Very unlikely


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Signature of the student

RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY, PUDUCHERRY

IPR01 / ACADEMIC YEAR 2023-23

FEEDBACK FORM

REG.NO. 20TJ0048

Name: I. Sriya

Feedback Questionnaire: "Building an Innovative Product Fit for the Market"

Overall Satisfaction :

1. Please indicate how satisfied you were with the seminar.

- A. Very satisfied
- ☒ B. Satisfied
- C. Neutral
- D. Dissatisfied
- E. Very dissatisfied
- F. Content Relevance

2. Did the seminar content meet your expectations?

- A. Yes, it exceeded my expectations
- ☒ B. Yes, it met my expectations
- C. Somewhat
- D. No, it fell short of my expectations
- E. No, not at all

b) F. Effectiveness of Instruction

3. To what extent were the instructors effective in delivering the material?

- A. Extremely effective
- ☒ B. Very effective
- C. Moderately effective
- D. Slightly effective
- E. Not effective at all
- F. Hands-On Activities

4. Did the seminar help you in gaining a better understanding and enhance your understanding of

- A. Very useful
- ☒ B. Quite useful
- C. Somewhat useful

- D. Not very useful
- E. Not useful at all
- F. Materials and Resources

5. Were the seminar materials and resources adequate?

- A. Yes, more than adequate
- ☒ B. Yes, adequate
- C. Somewhat adequate
- D. No, not very adequate
- E. No, inadequate
- F. Facilities and Equipment

6. How would you rate the facilities and equipment for the seminar?

- A. Excellent
- ☒ B. Good
- C. Fair
- D. Poor
- E. Very poor

7. Likelihood of Recommendation

How likely would you be to recommend this seminar to your peers?

- A. Very likely
- ☒ B. Likely
- C. Neutral
- D. Unlikely
- E. Very unlikely

Dr. E. VIJAYAKRISHNA RAPAKA

B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.,

PRINCIPAL

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Pondy - Cuddalore Main Road,
Kirumampakkam, Puducherry - 607 402.

Sriya. I

Signature of the student

Website : www.rgcetpdy.ac.in, www.rgcet.edu.in



RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE and Affiliated to Pondicherry University)

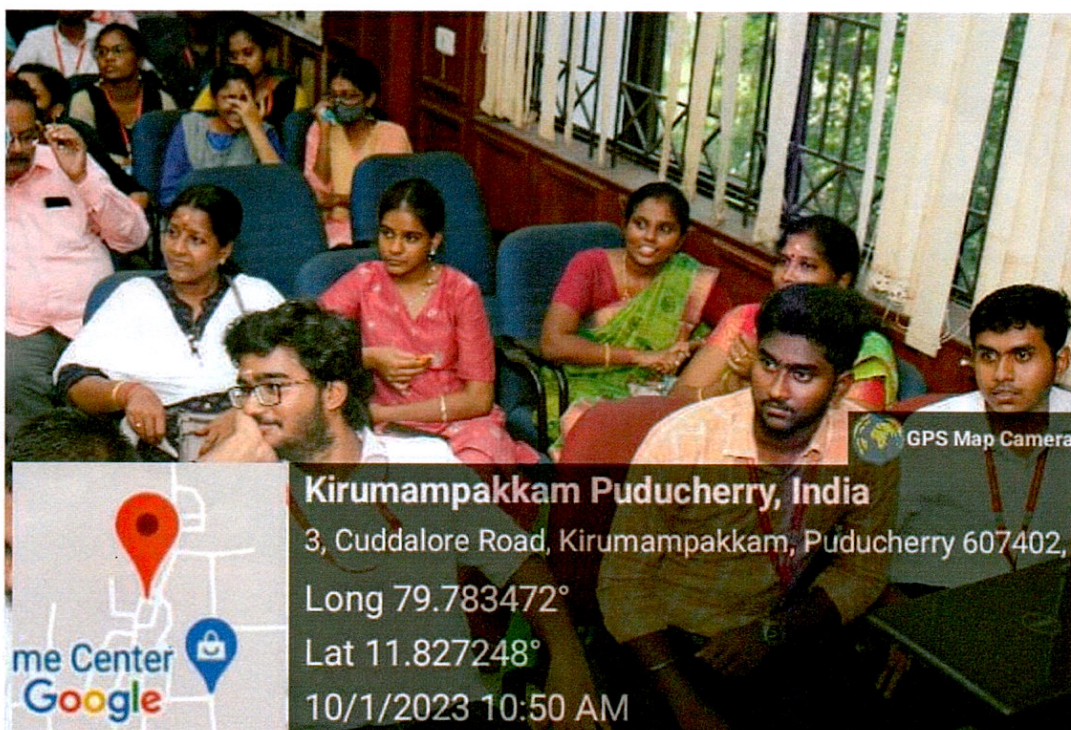
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(Sponsored by Sri Balaji Educational and Charitable Public Trust)

Pondy - Cuddalore Main Road, Kirumampakkam, Puducherry - 607 403.

DEPARTMENT OF BIOMEDICAL ENGINEERING

Seminar on "BUILDING AN INNOVATIVE PRODUCT FIT FOR THE MARKET" on
20.01.2023 in Seminar Hall at Administrative Block.



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KIRUMAMPAKKAM, PUDUCHERRY - 607 403.