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| [CII NAOROJI Godrej Centre of Manufacturing Excellence](https://cme.cii.in/index.php) |  |

Webinar on

P R O B L E M S  TO  P R O S P E R I T Y  (P2P)

BUSINESS EXCELLENCE SOLUTIONS

Tuesday - Wednesday, 29 - 30 June 2021: 10.00 a.m. - 1.00 p.m.

**WHAT IS P2P**

Problems are generally hidden. They normally arise at the last minutes in the organisation. Individuals has a very limited capacity or strategy to face the problems effectively. There is neither systematic method nor suitable known solution, technology and resource to resolve the problems and hence **the gap between desired / targeted results and actual results may be huge sometimes**. In fact, there is no immediate answer or key to overcome the challenges with ease.

There are many standard challenges all companies are facing now-a-days, whether they are large or small scale. These include things such as Financial Management, Building a Brand, Customer Retention, Attracting New Customers, Healthy & Cut-throat Competition, Survival & Growth of Businesses, Cyber Security, Environment, Health, and Safety (EHS) and so on. Sometimes even correct decision goes wrong due to unforeseen circumstances or things beyond our control.

Problems to Prosperity (P2P) is a unique business improvement program which will support companies with the skill of adding value to their products, processes, projects & services to increase PROFITABILITY, SALES and MARKET SHARE.

With this background, we are offering a webinar, the captioned one, on Tuesday - Wednesday, 29 - 30 June 2021: 10.00 a.m. - 1.00 p.m. which will help the participants / their companies to learn a systematic step by step procedure to solve the problems in a creative manner to enhance product/process features to improve business opportunities altogether.

**By the end of the webinar, we assure the participants to get at least 10 breakthrough ideas for expanding their respective businesses especially in today's COVID-19 pandemic prevailing in India**.

**MULTIPLE BENEFITS OF P2P**

* Develops the skill of spotting the problem & creating a thought process
* It helps build Entrepreneurial skills
* Helps in Building self-reliant India
* Helps coming out with creative Ideas to reduce the cost, Increase the sale, marketing the concept etc.

**COVERAGE AND CONTENTS**

* **THE PROBLEMS ABOUT PROBLEM**
* Living with the Problems
* Seeing Problems as Hidden Opportunities
* **DIGGING THE TREASURE OF OPPORTUNITY**
* Transferring Opportunity into Prosperity
* **HIDDEN TECHNIQUE**
* HIDDEN-LERN Matrix
* Lessen, Eliminate, Reverse, Newness (LERN) Model
* **ADD-COLLABORATE -THINK (ACT) TECHNIQUE**
* **P 2 P (FROM PROBLEM TO PROSPERITY MODEL)**
* 7 Steps Ideation Process for Conversion of Problem to Prosperity
* Identify & Define, Examine, Apply Creativity, Test the Fortune, Implement, Observe, Notify
* **26 PRINCIPLES OF CREATIVITY FOR PRODUCTS**
* 4 Wheels of Creativity
* **CASE STUDIES & EXAMPLES**
* **IDENTIFICATION OF PROJECTS BY PARTICIPANTS**
* Questions & Answers

**PEDAGOGY (METHODOLOGY)**

PPT, Theory & Case Studies on P2P

**WHO SHOULD ATTEND / TARGET AUDIENCE**

**** Chief Executive Officers / Chief Technology Officers / Chief Operating Officers / Chief Manufacturing Officers / Executive Vice Presidents / Senior Vice Presidents / Presidents / Senior General Managers / General Managers

**** Plant Heads / Factory Heads / Heads (Quality / Production / Engineering) / Heads (Human Resources)

**** The webinar will also highly benefit senior and middle level executives & managers from various divisions of a company like ** Manufacturing** ** Engineering  Human Resources  Procurement** ** Materials, Logistics & Commercial  Sales & Marketing  Quality** ** Design**  ** R&D  Cost Estimation,** etc. who are responsible for adding value for enhancing profitability of the business.

**FACULTY MEMBERS**

**A) SHRIKANT M AGRAWAL**

* **Mr. Shrikant M Agrawal** is a **Certified Value Specialist (CVS-Life)** and has accreditation from SAVE, USA to conduct **32 hours Value Methodology Fundamentals (VMF 1 & VMF2) workshops** on VE and issue certificates to participants on behalf of SAVE International, USA.
* He was heading **Center of Excellence for Improvement Initiatives at L&T**
* He has completed certificate course on **Gemba Kaizen** from Japanese Management Association (JMAM)
* He is a **Six Sigma black belt** from Indian Statistical Institute. He has received He has presented many papers in National & International conferences. He is the recipient of **‘Soundram Kannappan Gold medal’**. He has presented a paper on ‘**Best practices of TQM’ in International Conference organized by The** [**Association for Overseas Technical Scholarship (AOTS)**](http://www.aots.or.jp/)**, Egypt in 2006**.
* He has certified more than 500 participants in VE module-I, in India & Malaysia**.** He has authored many technical papers on Value Engineering. His paper on ‘**Human Aspect of Value Engineering (HAVE) for SAVE’ presented in SAVE International Annual conference held at Orlando, Florida, USA** in June 2012 was well appreciated.
* He has trained more than 5000 seminar participants. He has facilitated identification & implementation of more than 1500 Value Engineering projects.
* He is life member of Indian Institute of Materials Management (IIMM) & Quality Circle Forum of India (QCFI) & Indian Institute of Training & Development (ISTD)

**B) SURYAKANT M KATTI**

* **Mr. Suryakant M Katti-** B.E Mechanical, Karnataka university**,** MBA Operations, IGNOU, India
* He has hands on experience in Setting up an Academy for “Operational Excellence” at Aditya Birla Corporate level, which received the Asia pacific Institute Excellence award during 2016 at Singapore.
* Received QATA gold medal award for initiating sustainable improvement projects.
* Member of the component value team (CVT), at Whirlpool of India
* Developed a new Innovative concept called P2P (Problem to Prosperity)
* Certified innovation specialist from CREAX, Belgium.
* TRIZ, Innovation maturity assessor
* ASIT (advance systematic innovative thinking), Isreal
* Innovation Management with trends of innovation, Value Innovations
* Certified Associate Value specialist from SAVE
* Advance TPM champion from TPM 3, Australia
* EFQM model-based assessor
* MOST Specialist, Layout and methods improvement, Value Engineering Value analysis.
* Aditya Birla Group, Contributed as Vice President Corporate World Class Manufacturing,
* Responsible for implementing world class manufacturing in Aditya Birla Group of Companies (Major focus on Innovation)

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| **Mr. Suryakant M Katti has guided his son Mr. Pratik Suryakant Katti to get this concept (of P2P) copyright (L-93683/2020) dated 17.8.2020 from Government of India.** |

**PARTICIPATION FEES**

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| **Type of Organisation** | **Fees per Participant** |
| CII Members (Large & Medium) | Rs 6,000/- + 18% GST |
| CII SSI Members | Rs 5,000/- + 18% GST |
| Non Member Companies | Rs 7,000/- + 18% GST |

**SPECIAL DISCOUNT**

5% on 2 or more nominations from an organization.

10% on 3 or more nominations from an organization.

Payment of fees is to be drawn in favour of “Confederation of Indian Industry”. Alternatively, it can also be made by NEFT / RTGS.

Please note that:

* Prior registration for participation by the companies is necessary.
* Number of nominations will be restricted to **25 only** and will be purely enrolled on first come first serve basis.

**FOR NOMINATIONS & ENQUIRIES KINDLY CONTACT:**

Swapnil Pednekar

Executive

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CII Naoroji Godrej Centre of Manufacturing Excellence

Godrej Station-Side Colony

Opp Railway Station, Vikhroli (East)

Mumbai - 400 079

Mobile : 09969418823

Email : [swapnil.pednekar@cii.in](mailto:swapnil.pednekar@cii.in)

**(Please find a Nomination Form on the next page)**

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NOMINATION FORM

# We nominate the following Managers to attend the Webinar

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| **SR NO** | **NAME** | **DESIGNATION** | **EMAIL ID** | **MOBILE NUMBER** |
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**Particulars of Finance Official (For Payment Process Only):**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­\_\_\_Designation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email ID: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organisation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address of the Organisation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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PAN Number of the Organisation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

GST Number of the Organisation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Participation fee is non - refundable / non-adjustable against any other programme of CII. However, change in nomination(s) is accepted.
* Webinar is non - residential in nature