



**ACMA presents a Masterclass**  
In association with VDA, AIM and Innomantra

**Create the Future Series**  
**Disruptive**  
**INNOVATION**  
**for Growth**

Exclusively For Automotive Thinktank,  
Industry Leaders, & Technologists  
To Practice Innovation with Artificial  
Intelligence and Scale



Product



Process



Business Model



Culture



Art & Language



Experience

**February 2023**

**PUNE 13-14**



**SONIPAT 16-17**



**CHENNAI 22-23**



## "Creativity is Intelligence having fun"

-Albert Einstein

In association with VDA, Germany, the ACMA Centre of Excellence (ACoE) SAKSHAM is happy to announce a physical workshop on the topic of Create the Future Series DISRUPTIVE INNOVATION FOR GROWTH to help organizations to gain a better understanding of various tools & techniques to practice Innovation with artificial intelligence to scale.

This masterclass workshop is designed with the objective of hands-on experience for the innovators through hands-on experience by selecting the current pain areas from their organizations. At the end of the program, successful projects will be recognized. Disruptive Innovation is introducing a new product, process, or service that significantly changes how consumers interact with the industry. It often takes the form of technology-driven solutions that disrupt existing markets and create new ones. Disruptive Innovation can benefit consumers, as it can create new options and opportunities that would otherwise not have existed to make it happen. All that one needs to generate high-quality ideas systematically by exploring all possibilities.

The workshop is designed on Innomantra's Functional Innovation Methodology is a comprehensive, end-to-end innovation process that helps organizations to Discover, Ideate, Create and Invent / Impact.

- **Discover:** Enables to bring insights and unmet needs from customers, from research, patents, and competition through tools and techniques
- **Ideate:** Enables new possibilities and rethink new solutions by generating more high-quality ideas with a systematic approach With **Innomantra's** proven **FUNCTIONAL INNOVATION** Framework
- **Create:** Clustering and prioritizing to create super ideas with a napkin pitch
- **Invent / Impact:** Implementing the ideas on the ground to enable Innovation

## MASTERCLASS FLOW

### Innovation in Context to Automotive Industry

- Introduction to Disruptive & Functional Innovation Methodology System
- Modelling:
  - Functional Analysis & Promp Engineering & Artificial Intelligence
  - Concept Mapping - User Insights
  - Debrief of Pre-Workshop Exercise
- Study of Functional Innovation Toolkit (Tools #1-5)
- Application of Tool (Product, Process )
- Case-study discussion & debrief
- Group Exercises • Patent Review / User Insights (Focus Challenge)
- Illustrative Videos Digital Idea Wall – Apply tool to Focus Challenge Group Ideation(Process Innovation)
- Group Activity Debrief
- Session Review (Product / Process Innovation)

The Alliance of Indian MSMEs (AIM) & INNOMANTRA will be a training partner of the ACMA Centre of Excellence in the journey of imparting necessary skills & help companies foster Innovation & maximize improvements. The workshop will be helpful for all Tier companies & MSMEs.

### Innovation Facilitators :

**Mr. Dinesh Vedpathak**, CEO, Skilling & Mentoring, ACMA India

**Dr. Tojin Eapen**, Co-Founder, Innovation Expert, Innomantra Consulting Private Limited, India

**Mr. Rakesh Babu K L**, Design Thinker and COO, Innomantra Consulting Private Limited, India

**Mr. Lokesh Venkataswamy**, Design Thinker and CEO, Innomantra Consulting Private Limited, India

### TARGET PARTICIPANTS

CEOs, Presidents from SMEs & MSME, Founders, Leaders from the Industry, Vice Presidents, General Managers from Design, Operations, Production, Manufacturing, and Process Engineering Professionals, Business Excellence, Operational Excellence Leaders, Head of R&D and Automotive Designers.

## LEARNING INVESTMENT (PER PERSON)

– 2 DAYS WORKSHOP AT EACH LOCATION

The learning fee is inclusive of Two days workshop includes Hi-Tea / Breakfast, Lunch, Stationary, Study Material, and infrastructure cost, **The masterclass workshop is funded by VDA, Germany therefore participants of the program need to pay very nominal charges to meet operational cost as mentioned below**

### Per Participant INR 4000/- plus GST (TWO Days)

– ACMA Members / ACMA & UNIDO clusters (Past and Present)

### Per Participant INR 4400/- plus GST (TWO Days)

– ACMA Non-Members

#### Note

- (Fee mentioned above is applicable for Individual locations)
- @10% Discount offered on the application fee for nominating 5 or more participants from a company

## WORKSHOP LOCATION / SCHEDULE & TIME

### Masterclass I

**PUNE** (Maharashtra, India): **13-14 February 2023 (Monday & Tuesday) / 1000 hrs to 1730hrs**

ACMA Skilling & Training & Western Region: Office No. C, 10th floor, Godrej Eternia, Old Mumbai - Pune Highway, Wakdewadi Shivaji Nagar, Pune (Maharashtra)

### Masterclass II

**SONIPAT** (Haryana, India): **16-17 February 2023 (Thursday & Friday) / 1000 hrs to 1730hrs**

ACMA Centre of Excellence (ACoE) SAKSHAM, 1st Floor, I Tech, Techno-Park, IITD Sonipat Campus, Near Ashoka University, Rajiv Gandhi Education City, Sonipat (Haryana)

### Masterclass III

**CHENNAI** (Tamil Nadu, India): **22-23 February 2023 (Wednesday & Thursday) / 1000 hrs to 1730hrs**

(Venue will be informed shortly )

## NOMINATION FOR THE MASTERCLASS WORKSHOP

Companies to reserve your seats by submitting the registration form on or before. **30th January 2023**

**LIMITED SEATS – DO NOT MISS TO INNOVATE !**

For Any Queries / Registration Contact:

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