

## RESOURCE PERSONS

### Mr. Mahesha B. R. Pandit

Founder & CEO,  
Rhytify Technologies Pvt. Ltd.,  
Bengaluru.

### Dr. Nitin Varma

Professor of Computer Science,  
Chitkara University,  
Chandigarh.

### Mr. Keshav Rajgopal

Coach, Mentor and Start-up Advisor,  
Bengaluru.

### Mr. Yeshwanth Nanjundappa

Head of Engineering & Operations,  
Maersk Global Service Centre,  
Bengaluru.

### Dr. H. R. Mahadevaswamy

Principal, JNN College of Engineering,  
Shivamogga.

### Dr. Manjunatha S.

Faculty, Department of MBA,  
CMR Institute of Technology,  
Bengaluru.

## CHIEF PATRONS

### Sri A. S. Vishwanatha

President, NES

### Sri T R Ashwathanarayana Setty

Vice President, NES

### Sri S N Nagaraja

Secretary, NES

### Sri Amarendra Kireeti

Joint Secretary, NES

### Sri C. R. Nagaraj

Treasurer, NES

## PATRON

### Dr. H R Mahadevaswamy

Principal, JNNCE, Shivamogga

## PROGRAM CHAIR

### Dr. P. Manjunath

Professor & Dean Academics, JNNCE

## COORDINATOR

### Dr. E. Basavaraj

Professor & Head

Department of Mechanical Engineering, JNNCE

## CO- COORDINATORS

### Mr. M. K. Srinivasamurthy

### Mr. Parameshwara S. & Mr. Pradeep N. B.

Assistant Professors

Department of Mechanical Engineering, JNNCE

## ORGANIZING COMMITTEE

### All Teaching & Non-Teaching Staff

Department of Mechanical Engineering



**AICTE - ATAL Academies Sponsored  
One Week**

**Faculty Development Programme**

**on**

**“BLUE OCEAN STRATEGY”**

**21<sup>st</sup> to 25<sup>th</sup> September 2020**



National Education Society®

## J N N College of Engineering

**Shivamogga - 577 204, Karnataka State.**

(Affiliated to VTU Belagavi, Recognized by Govt. of Karnataka)  
Accredited by NBA (All 7 UG Branches), Accredited by NAAC  
And Approved by AICTE, New Delhi. Certified by UGC 2f & 12B

Website: <http://jnncce.ac.in/>

Contact: 08182-268800 | Fax: 08182-222450

## ADDRESS FOR COMMUNICATION

### Dr. E. Basavaraj

Professor & Head, Department of Mechanical Engineering, JNNCE

Ph: 9448344199 | E-mail- [ebasavaraj@jnncce.ac.in](mailto:ebasavaraj@jnncce.ac.in)

### **ABOUT THE INSTITUTION:**

JNNCE was established in the year 1980 by the National Education Society. The college is affiliated to Visvesvaraya Technological University (VTU), Belagavi and recognized by AICTE, New Delhi and Government of Karnataka. JNNCE offers B.E., M.Tech., MBA and MCA programmes, as well as M.Sc. (Engg. by Research) and Ph.D. programmes.

JNNCE has emerged as one of the most sought- after education destinations for technical and management education by students and parents from all over India.

JNNCE is accredited with NAAC - B grade also All 7 UG programmes are Accredited by NBA and is now declared fit to receive central assistance in terms of rules framed under section 2(f) and 12(B) of the UGC act, 1956 under the head 'Non-Government Self- Financed colleges up to Master's degree.

JNNCE has emerged as one of the institutions espoused to the cause of professional education, training and research. A New Initiative "Transformation for Excellence 2.0" has been launched for making JNNCE as one of the top engineering, research, innovation and enterprising institutes in next few years.

### **ABOUT THE DEPARTMENT:**

Established in 1980, Mechanical Engineering department has a dynamic, highly qualified & experienced faculty constantly engaged in R&D activities.

Fully equipped labs with CAD/CAM/CAE, CNC training and Robot facilities and Condition Monitoring lab provide an environment where students can experience the vast expanse of Mechanical Engineering.

The department has a number of research projects in the areas of stress analysis, vibration, composite materials & Bio fuel sponsored by AICTE/VTU.

The department also has been recognized as a research center by VTU, leading to Doctoral and M.Sc. (Engineering) degrees.

### **DEPARTMENT VISION:**

To be a model department with academic excellence and technical expertise, grooming students to become Mechanical Engineers of best quality to meet ever changing needs of industry and society.

### **DEPARTMENT MISSION:**

- ❖ Impart technical education of highest standard by qualified and experienced faculty in the field of Mechanical Engineering through effective teaching learning process.
- ❖ Continuously upgrade knowledge, skill and engage in Research & Development activity by executing challenging projects in association with academia and industry.
- ❖ Imbibe ethical, environmental and social values amongst students using value-based education.

### **ABOUT THE FDP**

India is poised to become a fifteen (15) Trillion USD economy over the next 35years.As the majority of the Indian population is expected to be working for this period, there are ample opportunities for entrepreneurs. The blue ocean strategy promotes innovation based enterprise creation which can enjoy low competition for a significantly long time. Considering the opportunity on hand, it becomes essential to teach blue ocean strategy to budding entrepreneurs.

### **ATAL ACADEMY:**

AICTE Training and Learning (ATAL) Academy is established with the vision "To empower faculty to achieve goals of Higher Education such as access, equity and quality". AICTE is committed for development of quality technical education in the country by initiating various schemes launched by Govt. of India, Ministry of Human Resource Development. Council understand that there is a need to train the young generation in skill sector and having faculty & technicians to be trained in their respective disciplines. Training is required for increasing the knowledge and skills of students to make them more employable to acquire global competencies.

### **TENTATIVE TOPICS TO BE COVERED:**

- Introduction, motivation for the course and basic taxonomy related to the topic
- Creating blue oceans
- Analytical tools and frameworks Debate: What are the ways to create new markets?
- Reconstructing market boundaries
- Focusing on the big picture
- Practice: Four steps of visualizing strategy
- Reaching beyond existing demand
- Get the strategic sequence right
- Debate: How would you execute the ocean strategy?
- Overcoming key organizational hurdles
- Building Execution into strategy
- Sustaining and renewing blue ocean strategy
- Teaching the blue ocean strategy

### **WHO CAN ATTEND?**

Faculty members / research scholars / PG scholar from academic institutes approved by the AICTE / UGC / MHRD working in Private / Public / Government organizations can attend the course.

### **REGISTRATION**

Participants can sign up and register for the program in AICTE ATAL website links.

<https://www.aicte-india.org/atal>

OR

<https://atalacademy.aicte-india.org/signup>

### **IMPORTANT DATES**

Last Date for Registration: 15<sup>th</sup> September 2020

FDP Dates: 21<sup>st</sup> to 25<sup>th</sup> September 2020

### **NOTE:**

Certificate shall be issued to those who maintain 80% attendance and score minimum 60% marks in test.