

## RESOURCE PERSONS

### Mr. Mahesha B. R. Pandit

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

### Dr. Nitin Varma

Professor of Computer Science,  
Chittara 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.

### Mathaji Sanyasi Swasthimurthy

Body Temple Yoga Centre, Shivamogga.  
(Bihar school of yoga)

## CHIEF PATRONS

### Sri A. S. Vishwanatha

President, NES

### Sri T R Ashwathanarayana Setty

Vice President, NES

### Sri S N Nagaraja

Secretary, NES

### Sri Amarendra Kireedi

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 MBA (All 7 UG Branches), Accredited by NAAC  
And Approved by AICTE, New Delhi. Certified by UGC 21 & 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 35 years. 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.

National Education Society ®  
**JNN College of Engineering Shimoga**  
**ATAL-FDP (422) -BLUE OCEAN STRATEGY 2020**  
 21<sup>st</sup> September to 25<sup>th</sup> September 2020

## SCHEDULE

Date Day	Session 1 10:00 to 11:30	Session 2 11:45 to 13:15	Session 3 14:30 to 16:00
21-Sep-20 Monday	<i>Inauguration</i> JNNCE: Inaugural Function followed by Key Note Address: Reboot India: Service to Innovation Nation. Mahesha BR Pandit	<i>Overview</i> Creating Blue Oceans  Dr. Nitin Varma	<i>Overview</i> Analytical Tools and Frameworks  Keshav Rajgopal
22-Sep-20 Tuesday	<i>Formulation</i> Reconstructing Market Boundaries Dr. Nitin Varma	<i>Formulation</i> Focusing on the big picture, not the numbers Dr. Nitin Varma	<i>Formulation</i> Reaching Beyond Existing Demand Mahesha BR Pandit
23-Sep-20 Wednesday	<i>Formulation</i> Get the Strategic Sequence Right Keshav Rajgopal	<i>Execution</i> Overcome Key Organizational Hurdles Dr. Nitin Varma	<i>Execution</i> Build Execution into Strategy Mahesha BR Pandit
24-Sep-20 Thursday	<i>Special Focus</i> Blue Ocean Strategy in the Manufacturing Sector Dr. Manjunatha S	<i>Execution</i> Sustain and Renew Blue Ocean Strategy Mahesha BR Pandit	<i>Execution</i> Yoga Session Mataji Sanyasi Swasthimurthy
25-Sep-20 Friday	The Examination	<i>Innovation</i> New possibilities with Blue Ocean Strategy Dr. HR Mahadeva Swamy	<i>Conclusion</i> Results, Feedback, Q&A All Resource Persons

Digital Platform (Google Meet Link): <https://meet.google.com/wmt-dqmu-gcf>

Whats-App FDP Group: <https://chat.whatsapp.com/FRZuJcFhAX51TkvvLUhNT>

**JNN COLLEGE OF ENGINEERING**  
 Department of Mechanical Engineering  
 ATAL FDP ON "BLUE OCEAN STRATEGY" - 21<sup>ST</sup> TO 25<sup>TH</sup> SEPTEMBER 2020

**LIST OF PARTICIPANTS**

Sl.No.	Name	Institute Name
1	Mr. Parameshwara s	JNN college of Engineering
2	Mr. AJAY KUMAR VARSHNEY	IIHS, INDIRAPURAM (NCR)
3	Mr. SUNIL H V	Sahyadri college of engineering & management, Mangalore
4	Mr. Srinivasa Murthy MK	JNN College of Engineering, Shimoga
5	Dr. A G SHANKARA MURTHY	Bapuji Institute of Engineering & Technology, DAVANGERE-04
6	Mr. Harshad Bhadange	Suryadatta Group of Institutes
7	Dr. Pratiksha Wable	Suryadatta Institute of Management & Mass Communication
8	Dr. Dr. Roopali Kudare	Institute of Business Management and Research
9	Mrs. SHILPA K	VTU
10	Mr. P Srinivas	Sypec engineering college
11	Mr. Suresh S	G. T. Institute of Management Studies and Research
12	Miss Shweta Singh	Suryadatta Institute of Management and Mass Communication
13	Dr. r.vani	Narayana Engineering College, Nellore
14	Mr. Akhil Gautam	Government Post Graduate College Dharamshala
15	Miss Sucheta Tripathy	International Academy of Management & Entrepreneurship
16	Dr. Sarika	NIFTEM
17	Mr. Shreenivasan K A	SASTRA Deemed University
18	Mr. Shanthi Kiran M	JNN COLLEGE OF ENGINEERING
19	Mrs. Ranjitha P K	Krupanidhi college of commerce and management
20	Mr. RAVI KUMAR B N	J N N College of Engineering
21	Mr. GIRISH G V	J N N College of Engineering
22	Mr. Ramesh M	JNN College of Engineering
23	Dr. MEETA MANDAVIYA	Marwadi University
24	Mr. Veerabhadra M Budyal	KLE College of Engineering & Technology, CHIKODI
25	Dr. Bindu	RBVRR Women's college
26	Dr. Arpita Baijal	Nmims
27	Mr. kashinath mallappa angadi	K.L.S Shri Vasantao Potdar Polytechnic
28	Dr. Dr. Shailesh Kasande	Suryadatta Institute of Management & Mass Communication
29	Dr. Purvi Pujari	Bharati Vidyapeeth's Institute of Management Studies and Research
30	Mrs. ARCHANA J R	RNS INSTITUTE OF TECHNOLOGY
31	Mrs. Mandan Savita	RCPIPER Shirpur
32	Mr. Aniket Suresh Pardeshi	Rajarambapu institute of Technology
33	Dr. Santhosh Ujjinappa	J. N. N. College of Engineering
34	Mr. Chetan C G	JNN College of Engineering
35	Dr. Vaishali Rahate	Datta Meghe Institute of Management Studies
36	Dr. Gampala Prabhakar	JNTUH COLLEGE OF ENGINEERING HYDERABAD

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**LIST OF PARTICIPANTS**

37	Mr. DHANANJAY KULKARNI	PUNE UNIVERSITY
38	Mr. SUMON BHATTACHARYYA	IISD (SREI Foundation), Kolkata
39	Dr. Shweta Chaudhary	SPCJIM
40	Mrs. Seema K S	Padmashree Institute of Management and Sciences
41	Mr. JARANG VIJAY KUMAR	Dr. Jyothirmayi degree college MBA
42	Mr. VAIDHEESWARAN S	MANAKULA VINAYAGAR INSTITUTE OF TECHNOLOGY
43	Dr. Sachin. H. P.	JNN College of Engineering
44	Mrs. puneet jolly	GNKITM-TC
45	Dr. Jena P Joshi	Dr. D.Y.Patil Institute of Management and Research
46	Dr. Jini Manish Saxena	Dr. D.Y. Patil Institute of Management & Research
47	Mr. Sreeranjana Menon T	Ahalia School Of Management
48	Mr. Ameet V Kulkarni	KLS IMER Belagavi
49	Dr. K.R.KOLAMMAL	D.G.Vaishnav College
50	Mr. Basant	xlri
51	Dr. swati saxena	CPIMR
52	Mr. AVINASH MOHANTY	HI TECH INSTITUTE OF TECHNOLOGY, KHURDA
53	Dr. N BABITHA THIMMAIAH	VISVESVARAYA TECHNOLOGICAL UNIVERSITY
54	Mr. Prathmesh U Tawade	S K Somaiya Degree College
55	Dr. Samita Mahapatra	Sinhgad Institute of Management
56	Mrs. Priyanka Darekar	Indira Global Business School
57	Mrs. S.Sowjanya	JNTUA
58	Dr. Neeru Rani	Galgotia College of Engg. & Tech. Greater Noida
59	Dr. Rajlaxmi Pujar	Indira School of Business Studies
60	Dr. Neeta Pathak	S V Institute of Management, Kadi
61	Miss Shabana Khan	SVKM's Mithibai College (Autonomous)
62	Mrs. Malarvizhi.J	Nadar Saraswathi College of Arts and Science, Theni
63	Dr. veena P Bhosale	KCES's College of Engineering and Management, Jalgaon
64	Miss Sharmila. B	Nadar Saraswathi college of arts and science
65	Dr. Shehbaz Ahmed	AMJAD ALI KHAN COLLEGE OF BUSINESS ADMINISTRATION
66	Mr. Maulik Joshi	Dr. R.D.Gardi Educational Campus
67	Mrs. Shashi Kantha	Sarojini Naidu Vanita Mahavidyalaya
68	Mrs. Rajani	Sarojini Naidu Vanita Maha Vidyalaya
69	Mr. Bhavik Panchal	S.V.Institute of Management, Kadi
70	Mr. HARSHAVARDHAN B	The National Institute of Engineering, Mysuru
71	Miss Nagalakshmi T S	GSSSIETW
72	Mrs. Poornima D	D V S Polytechnic
73	Mr. Koushik P K	PES Institute of Technology and Management Shivamogga

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**LIST OF PARTICIPANTS**

74	Mr. Naveen M R	D S Dinakar Polytechnic
75	Mr. Mahanthesh.G	Kalpataru Institute of Technology
76	Mrs. Sowjanya M N	GSSSITW
77	Mr. Shivananda D C	PES INSTITUTE OF TECHNOLOGY
78	Mr. Rajashekhara M C	PESITM Shivamoga
79	Mr. MALTESHKUMAR DESHPANDE	PES Institute of Technology and Management Shivamogga
80	Mr. Mahanthesh MR	PESITM
81	Mr. Mallikarjuna G B	Kalpataru Institute of Technology
82	Mr. ANIL K	Kalpataru Institute of Technology, Tiptur
83	Mr. Ajay C K	Kalpataru institute of Technology
84	Mr. Arun Kumar TD	Kalpataru Institute of technology tiptur
85	Dr. Mahantesh Goudar	Basaveshwar Engineering College
86	Dr. Manjunath Achar G H	JNNCE, Shivamogga
87	Mrs. VINUTHA A	DVS Polytechnic
88	Dr. AJAY KUMAR GARG	P.G.D.A.V. COLLEGE (EVE.), UNIVERSITY OF DELHI
89	Miss Supriya S	DVS Polytechnic Shimoga
90	Mr. ABHILASH H S	KIT
91	Mr. CHIDANANDA C N	KIT tiptur
92	Mr. JAYAVARDHANA ACHARYA N	JAWAHARLAL NEHRU NEW COLLEGE OF ENGINEERING
93	Miss GARGI SUR	HALDIA INSTITUTE OF TECHNOLOGY
94	Mrs. sowmyashree p	Government polytechnic college
95	Mrs. BINDIYA K	Jawaharlal Nehru National College of Engineering, Shivamogga
96	Mr. SHIVANANDAPPA N D	JAWAHARLAL NEHRU NATIONAL COLLEGE OF ENGINEERING
97	Mr. Vinay Kumar A G	JNNCE
98	Mr. Madhu PS	Kalpataru institute of technology
99	Mr. Shubhanker Yadav	School of Management Science Varanasi
100	Mr. Suraj Prakash Singh	School of Management Sciences Varanasi
101	Mr. SANDEEP K	Kalpataru Institute of Technology
102	Mr. Anand Raj S N	JNNCE
103	Mr. MANU S S	Adichunchanagiri Institute of Technology
104	Mr. Brijesh C	Kalpataru Institute of Technology, Tiput
105	Mr. VINAYKUMAR V N	KALPATARU INSTITUTE OF TECHNOLOGY, TIPTUR
106	Mr. PRASHANTHA M V	Canara Engineering College, Mangalore
107	Mr. Shreedhar B	Kalpataru Institute of Technology Tiptur
108	Mr. Bharath Kumar B S	Kalpataru Insitute of technology
109	Mr. NIRANJAN S J	Kalpataru Institute of Technology Tiptur

**JNN COLLEGE OF ENGINEERING**  
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**ATAL FDP ON "BLUE OCEAN STRATEGY" - 21<sup>ST</sup> TO 25<sup>TH</sup> SEPTEMBER 2020**

**LIST OF PARTICIPANTS**

110	Mr. NAVEEN A KALAL	Canara Engineering College, Mangalore
111	Mr. Ramesh Desai	Canara Engineering College, Mangalore
112	Mr. Nandeesh G S	Kalpataru Institute of Technology
113	Dr. Praveen Kumar S	Bharath Institute of Higher Education & Research
114	Mrs. Aparna	JNNCE Shimoga
115	Mr. Jagadeesha R	Kalpataru Institute of Technology
116	Dr. VEENAPANI	Sarojini Naidu Vanita Mahavidyalaya
117	Mrs. Leena Barshikar	Kohinoor Business School
118	Mr. Abhishek Narayan J	Karpagam college of engineering
119	Mr. Shreenath	Canara Engineering College
120	Mr. Sreenivasa V	J N N College of Engineering Shimoga
121	Mr. N MANJUNATH GOWDA	University BDT College of Engineering
122	Mrs. CHAYA D Y	JNN College of Engineering
123	Mr. MAHESHWARAPPA H M	J N N College of Engineering
124	Dr. V.Selvalakshmi	SRM Valliammai Engineering College
125	Mrs. SUBHASH GONDKAR S	JNNCE
126	Mr. Avinash A R	JNNCE
127	Mrs. JyothiPrashanth	D.v.S Polytechnic,Shimogga
128	Mrs. K.s.selvi	Nadar saraswathi arts and science college

ATAL FDP (422) Blue Ocean Strategy  
21<sup>st</sup> September to 25<sup>th</sup> September 2020

## Session Report

	21-09-2020 (Day-1 )
Day-1 - Session-1	<ul style="list-style-type: none"> <li>• Inaugural Function Started at 10:00AM</li> <li>• MOC by Srinivasa Murthy MK</li> <li>• Invocation by Mr.Vishnu BJ Student of Mechanical Engineering</li> <li>• Welcome by Dr.E. Basavaraj, Coordinator of ATAL FDP No.422 – Welcomed all the resource person, guests and guest of honor, Principal and participants to the FDP.</li> <li>• Introduction of chief guest by Mr. Parameshwar S</li> <li>• Guest: Mr.Mahesha B.R Pandit addressed the conference.</li> <li>• Guest of Honor: Sri. SN Nagaraja, Secretery, NES, Shimoga addressed the conference</li> <li>• Presidential Address: Dr.H.R.Mahadevaswamy , Principal, JNNCE addressed the conference</li> <li>• <b>Keynote Address by Mr.Mahesha B.R Pandit</b></li> <li>• Participants were asked to join Combined Inaugural in Youtube organized by ATAL.</li> <li>• Mr. Pradeep N B proposed vote of thanks.</li> </ul>
Day-1 - Session-2	Dr.Nithin Varma was introduced by Dr.E.Basavaraj and Dr.Nithin Varma delivered a talk on <i>"Creating a Blue Oceans"</i> . At the end of the session Dr.E.Basavaraj thanked Dr.Nithin Varma and the participants.
Day-1 - Session-3	Mr. Keshav Rajgopal was introduced by Dr.E.Basavaraj. He delivered a talk on <i>"Analytical Tool and Frameworks"</i> . At the end of the session Dr.E.Basavaraj thanked Dr.Nithin Varma and the participants.
	22-09-2020 (Day-2)
Day-2 -Session-1	Dr.Nithin Varma delivered a talk on <i>"Reconstructing Market Boundaries"</i> . At the end of the session Dr.E.Basavaraj thanked Dr.Nithin Varma and the participants.
Day-2- Session-2	Dr.Nithin Varma delivered a talk on <i>"Focusing on Big Picture not the numbers"</i> . At the end of the session Dr.E.Basavaraj thanked Dr.Nithin Varma and the participants.
Day-2 - Session-3	Mr.Mahesha BR Pandit delivered a talk on <i>"Reaching beyond existing demand"</i> . At the end of the session Dr.E.Basavaraj thanked Mr.Mahesha BR Pandit and the participants.
	23-09-2020 (Day-3)
Day-3 - Session-1	Mr. Keshav Rajgopal delivered a talk on <i>"Get the strategic sequence right"</i> . At the end of the session Dr.E.Basavaraj thanked him and the participants.
Day-3 - Session-2	Dr.Nithin Varma delivered a talk on <i>"Overcome key organizational hurdles "</i> . At the end of the session Dr.E.Basavaraj thanked him and the participants.
Day-3- Session-3	Mr.Mahesha BR Pandit delivered a talk on <i>"Build Execution into Strategy"</i> . At the end of the session Dr.E.Basavaraj thanked Mr.Mahesha BR Pandit and the



	participants.
	<b>24-09-2020 (Day-4)</b>
<b>Day-4- Session-1</b>	<b>Dr.Manjunatha S</b> delivered a talk on " <i>Blue Ocean Strategy in the Manufacturing sector</i> ". At the end of the session Mr.Srinivasa Murthy M K thanked him and the participants
<b>Day-4-Session-2</b>	<b>Mr.Mahesha BR Pandit</b> delivered a talk on " <i>Sustain and renew Blue ocean strategy</i> ". At the end of the session Dr.E.Basavaraj thanked Mr.Mahesha BR Pandit and the participants.
<b>Day-4 - Session-3</b>	<b>Mataji Sanyasi Swasthimurthy</b> delivered a talk on <i>Yoga and Practice Session</i> . She was introduced by Mrs.Aparna J, Asst. Prof. E&C Dept. JNNCE. At the end of the session Mr.Srinivasa Murthy MK thanked Mataji and the participants.
	<b>25-09-2020 (Day-5)</b>
<b>Day-5 - Session-1</b>	Dr.E.Basavaraj introduced <b>Dr.H.R.Mahadevaswamy</b> to the participants. Dr.H.R Mahadevaswamy talked on " <i>New Possibilities with Blue Ocean Strategy</i> ". Session was summarized by Mr.Srinivasa Murthy and he thanked him and the participants.
<b>Day-5 - Session-2</b>	The examination was conducted Mr.Mahesha Pandit.
<b>Day-5 - Session-3</b>	<ul style="list-style-type: none"> <li>• Valedictory Function of FDP</li> <li>• MOC by Mr.Parameshwara S</li> <li>• Welcome by Srinivasa Murthy MK</li> <li>• Dr.E.Basavaraj summarized the proceedings of five day FDP.</li> <li>• Overall Result and Feedback Question and Answer session was conducted by all the resource persons.</li> <li>• Vote of tanks by Mr.Pradeep NB.</li> </ul>