

IIC ONLINE SESSION

By

**Dr. Lakshmi Meera**

Program Director, Forge incubator



Topic:

**Innovation Risk Diagnostic — Product Innovation Rubric (PIR)**

Join Session at MHRD's Innovation Cell YouTube Channel:  
<https://youtu.be/rUzTYBcvoQI>

Date: 15-05-2020  
Time: 3:00 PM– 4:00 PM

# REPORT ON

## ONLINE SESSION WITH

### DR. LAKSHMI MEERA

**Dr. K SIVASAKTHI BALAN**  
Chief coordinator, SLMIC

We would like to inform you that our students and faculties attended “The National Innovation and Startup Policy for Students and Faculty 2019 - A Guiding Framework for HEIs for Implementation” in association with the MHRD's Innovation Cell by Dr. Lakshmi Meera, Program Director, Forge incubator, Coimbatore. discussed on **“Innovation Risk Diagnostic: Product Innovation Rubric (PIR)”** on Friday 15.05.2020 at 3.00pm. Students and faculties watched the session in <https://www.youtube.com/watch?v=rUzTYBcvoQI&feature=youtu.be> during the session below mentioned topic were covered by Dr. Lakshmi Meera.

1. Understand the different risks inherent to Product Innovation and how you can validate the true market potential of the product innovation
2. Learn the fundamentals to help apply PIR, the diagnostic tool to evaluate and assess the potential of the Product Innovations and to gauge its progress
3. Apply the tool to your innovation to understand the fast-tracked process of validating inherent risks in your product innovation by linking it to customer motivation, customer-acceptance, and customer-commitment

With the continuous support from the Principal Dr.Shadaksharappa , Management representative Dr.Arunkumar Rajendran, Dr.K. Sivasakthi Balan Chief coordinator SLMIC with all HOD, Ms.Sasikala IIC cell coordinator and students did the remarkable achievements



May  
15

MHRD INNOVATION CELL DEPARTMENT OF HRD INSTITUTE FOR INNOVATION CULTURE

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