



WEBINAR TITLE: EVIDENCE BASED INNOVATION

Expert Speaker: Dr. Prabir Kumar Bandyopadhyay, Professor, SIBM, Pune

Webinar Date: 11th August, 2020 | Duration: 1 Hour (15:00-16:00); Charges: Rs. 552/-

E-CERTIFICATES WILL BE ISSUED ON PARTICIPATION

About Webinar: Research shows 95% of product innovation fail and 92% of start-ups fail. The major cause is that there is no takers for the new product or the innovative solution is for a non-existent problem. Evidence based approach will help identify real problem and also help critically examine the potential solutions, validate underlined assumptions.

Speaker Profile:



Webinar Coverage: The webinar will cover

- Identification of problem
- Assumptions and establishing logic model
- Sources of evidence
- PICOC

Dr. Prabir Kumar Bandyopadhyay: An enterprising professional with more than 30 years' experience; judiciously rendered Consultancy, Training and Teaching services spanning different areas viz. General Management, Project Management, Operational Management, Productivity Enhancement, Quality Management Systems and Process Management. Presently associated with Symbiosis Institute of Business Management, Pune, India as Professor. He had also taught in Goa Institute of Management, (both in General PGDBM and Health Care PGDBM). Prior to joining academics, he was with National Productivity Council for two decades, conducted several training programmes. Possess post graduate diploma in Industrial Engineering and PhD in Engineering. He has several publications in National and International journals and presented papers in several National and International conferences. He is a professional member of Centre for Evidence Based Management (CEBMa) and completed all the modules of EBM and also completed all the modules of Conducting An Intervention Review from COCHRANE. **LinkedIn:** <https://www.linkedin.com/in/dr-prabir-kumar-bandyopadhyay-919781a/>).

Register to learn:

- How to identify real problem
- Logic model
- Identifying assumptions
- 4 Step process

Thanks & Regards

Regional Directorate Kolkata
National Productivity Council