

VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY, ERODE.

DEPARTMENT OF MANAGEMENT STUDIES (MBA)

INNOVATIVE PRACTICES

| | |
|--------------------------------|--------------------------------|
| Name of the Faculty: | DR.T.VETRIVEL |
| Class: | 18MS02 |
| Subject Code & Name: | 18MST23 & Marketing Management |
| Total Strength: | 53 |
| Name of the Innovative Method: | Crossover Learning |

INNOVATIVE PRACTICES – NEW PRODUCT DEVELOPMENT



Department of Management Studies organised Expo for New Product Development on 14.03.2020. The New Product Development Expo was inaugurated by Dr.M.Eswaramurthy, Professor and Head, S&H Department and he observed various innovative ideas displayed by the students. The expo includes 24 innovative ideas.



The students of II MBA Inbhadharshini.E and Kaviyasoundarya R B were discussing their innovative idea of protecting agriculture and farming from natural disaster.



The students of II MBA Y. Sasikumar and G. Vinitha were displaying their innovative idea of Evergreen Apartment with Organic Farming.



The students of II MBA Jayanth.S and Shalini.M were displaying their innovative idea of Water Level Indicator which employs a simple mechanism to detect and indicate the water level in an overhead tank or any other water container.



The students of II MBA N.Dharani and U.Sendhil ganesh were displaying their innovative idea of Eco – Friendly Airport with Solar Pannel in Erode District. This innovative idea may supplement the purchase of non renewable energy and reduce operating costs. This idea may offers potential for revenue generation, local air quality benefit and Contributes toward climate resilience.