



KNOW THE ASSOCIATION

PDMA

PRODUCT DEVELOPMENT AND MANAGEMENT ASSOCIATION (PDMA) AT IIT MADRAS



(L-R) Mr.Venkatesh Narayanan, President, PDMA, India, Dr.Saravana Kumar, Associate Professor, IIT Madras, Mr.Çhozha Naachiar Rajasekar, President, Tamil Chamber of Commerce, Dr.Aruna Shekar, VP-Asia Pacific, PDMA, USA, Dr. V. Jagadeesh Kumar, IIT Madras

The Product Development and Management Association (PDMA) is a community of more than 2,000 members whose skills, expertise and experience power the most recognized and respected innovative companies in the world. PDMA's members include project development and management practitioners, academics and service providers in a variety of industries and knowledge areas, including new product process, strategy innovation, market research, tools & metrics organised issues and portfolio management. Since 1976, PDMA is the only organization that focuses on the unique set of integrated activities involved in the full lifecycle of product development and management, including innovation. PDMA also distributes the annual Outstanding Corporate Innovator Award: the only innovation award which recognized sustained (five or more years) qualifiable business results from new products and services.

PDMA - India

The development of new products and services involves an integrated set of unique activities. PDMA is the only organization that focuses on addressing this challenge by providing the following opportunities for professional development: education, experience, networking and recognition.

Vision

To create a sound ecosystem in India where New Product Development and Innovation thrives.

Mission

To attain the vision, PDMA-India will organize events for students, academia and professionals in the product development and innovation domain. Specific activities include webinars, seminars, conference, educational programs and certification courses. PDMA-India will also engage with the Government of India departments that are shaping the future of product development of India.



Mr.Chozha Naachiar Rajasekar, President, TCC presenting memento to Mr.B.S.Mubarak, IFS, Dierctor (South), Ministry of External Affairs, N.Delhi at PDMA conference

- Courtesy: PDMA-India Conference Hand book

ஊனுடை எச்சம் உயிர்க்கெல்லாம் வேறல்ல
நாணுடைமை மாந்தர் சிறப்பு. குறள் : 1012 அதிகாரம் : நாணுடைமை