



Merchants' Chamber of Commerce & Industry

MCCI's Corporate Training Programme on Traveling through the Journey of Innovation

on July 23, 2022 at MCCI Conference Hall



Merchants' Chamber of Commerce & Industry organised a Corporate Training Programme on Traveling through the Journey of Innovation on July 23, 2022 at MCCI Conference Hall.

The Training Programme was conducted by **Mr. Sushanta Sinha**, Renowned IT Expert.

Mr. Sushanta Sinha is an IT Expert, currently working in a large Global IT Organization. In his current responsibility as an Enterprise Agile Coach, he is helping a Global Financial Analysis and Reporting Organization in their Agile Transformation. Over the years he took up various roles and responsibilities across functions. Mr. Sinha is a Certified Six Sigma Black Belt, Certified Software Quality Analyst (CSQA), and Certified Assessor from Data Security Council of India (DSCI). He is also ICANN Universal Acceptance (UA) Ambassador from India.

The Corporate Training Programme was aimed to sensitise participants on meaningful innovation for a business purpose and to explore more from the existing business scenario. The programme aimed to bring the participants to a common starting point from where they can visualize problems and solution and approach them in a different way. The

journey to begin with is to find out what is the Ideal Final Result (IFR) for us and what are the Challenges we perceive.

The objectives of training programme were the following:

- To construct business challenges in the form of contradictions and apply appropriate inventive principles to overcome contradictions
- To be oriented on Agile and Design Thinking that supplement innovation.
- To be able to find avenues to take the existing business to the next level in a structured manner.
- To be able to deep-dive into specific business challenge and find ways and means to overcome them

This was a unique maiden initiative of MCCI to help the industries to see the unseen and start the innovation journey.

"To drive the business growth, stay relevant in changing times, and differentiate from the competition. Business leaders must be able to think creatively and embrace innovation into their business models. At the core, innovation is about doing something differently from everyone else

operating in that business space. Innovation helps an organization to differentiate itself and its products from the competition, which can be particularly powerful in an oversaturated industry or market.” - **Shri Smarajit Mitra**, Chairman, Start Up & Skill Development.



“You donot apply innovation everywhere, you apply in those situations when you know the problem but donot know the solution. There are always new problems to solve; learn to apply the solution that best fits your current problem. When one thinks beyond his or her scope of knowledge, that is innovation” – said **Shri Sushanta Sinha**, Renowned IT Expert.



While taking the participants through Design Thinking, Shri Sinha shared the following points:

Emphathize (To create meaningful innovations, you need to know your users and care about their lives)



Define (Framing the right problem is the only way to create the right solution)



Ideate (It's not about coming up with the 'right' idea, it's about generating the broadest range of possibilities)



Prototype (Build to think and test to learn)

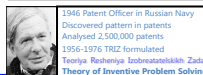


Test (Testing is an opportunity to learn about your solution and your user)

Journey of Innovation

1% Breakthrough (science)
4% New application (technology)
18% Fundamental change (new industry)
45% Improvement (industry knowledge)
32% Routine (company knowledge)

Has anyone else solved this problem in:-
 - My area?
 - My Company?
 - My Industry?
 - Outside my Industry?
 - Is there a newer smarter solution?



1906 Patent Officer in Russian Navy
 Discovered pattern in patents
 Analysed 2,500,000 patents
 1956-1976 TRIZ formulated
 Russian: Илья́ Гено́вич Алтшу́ллер
 Theory of Inventive Problem Solving

Observation and Point of View of Altshuller

After 2.5 Million Patents 3 Key Discoveries

- The same Problems and Solutions appear again and again but in different industries
- There is a recognisable path - **Technological Evolution** for all industries
- Innovative patents, (21% of total) used science/engineering theories outside their own field

Altshuller found engineering problems have a findable and finite number of solutions

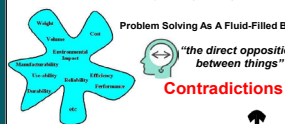
- 40 to solve a contradiction
- 16 Trends of Evolution
- 76 for improvement
- 2500 engineering and scientific theories to access the world's relevant knowledge

- Altshuller believed that all knowledge should be shared to help solve problems
- Everyone should seek and accept unusual solutions outside their own field
 - Everyone could become very creative
 - Naturally creative people tend to think in time and space

Journey of Innovation

Journey of Innovation

Engineering Parameters – are a list of 39 features that form the contradictions.
 Invoke your Engineering mindset



Inventive Problems occur when it appears "impossible" to improve one parameter (defects) without another parameter (speed) getting worse.

Inventive Solutions overcome the contradictions and require no compromise

Contradiction of Engineering Parameters

1. Weight of moving object	21. Power	31. Harmful side effects
2. Weight of nonmoving object	22. Waste of energy	32. Manufacturability
3. Length of moving object	23. Waste of substance	33. Convenience of use
4. Length of nonmoving object	24. Loss of information	34. Repairability
5. Area of moving object	25. Waste of time	35. Adaptability
6. Area of nonmoving object	26. Amount of substance	36. Complexity of device
7. Volume of moving object	27. Reliability	37. Complexity of control
8. Volume of nonmoving object	28. Accuracy of measurement	38. Level of automation
9. Speed	29. Accuracy of manufacturing	39. Productivity
10. Force	30. Harmful factors acting on object	
11. Tension, pressure		
12. Shape		
13. Stability of object		
14. Strength		
15. Durability of moving object		
16. Durability of nonmoving object		
17. Temperature		
18. Brightness		
19. Energy spent by moving object		
20. Energy spent by nonmoving object		

Journey of Innovation

Journey of Innovation

- ✓ Eat In --- Take Out
- ✓ Post-It
- ✓ Sugar-Free
- ✓ Contact Lens
- ✓ Barking of Dog
- ✓ Split AC
- ✓ ATM
- ✓ Smoking Zone

- 2. Extraction**
- Extract (remove or separate) a "disturbing" part or property from an object, or
 - Extract only the necessary part or property

So, if we think in terms of **Training / grooming our employees**

Can we **extract** only 'necessary' part of a 'Faculty' ?

Can we **breakdown barriers** between divisions/departments ?

Can we **remove targets** ?

Can we **Drive out Fear** (of failure) ?

Can we **separate** 'People' from 'Problem' ?

Can we **remove** 'Nov-value-added' tasks [like Follow-ups]

Can we **remove** 'Manual' activities ?

Journey of Innovation

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Dr. Sabyasachi Dasgupta

Chittaranjan Das

It was an excellent session. It helps me to think problem-solving solution in an easy way. Also helps to be patience at difficult times and find an out of the box solution. Thanks to MCCI and Mr. Sinha for such a wonderful session.

Goutam Sahoo

The session has been very useful in increasing the horizon of our thinking. Extremely helpful in solving problems, taking next steps to grow the business. The organizing team has done a great job in ensuring the smooth execution.

Ashu Kumari

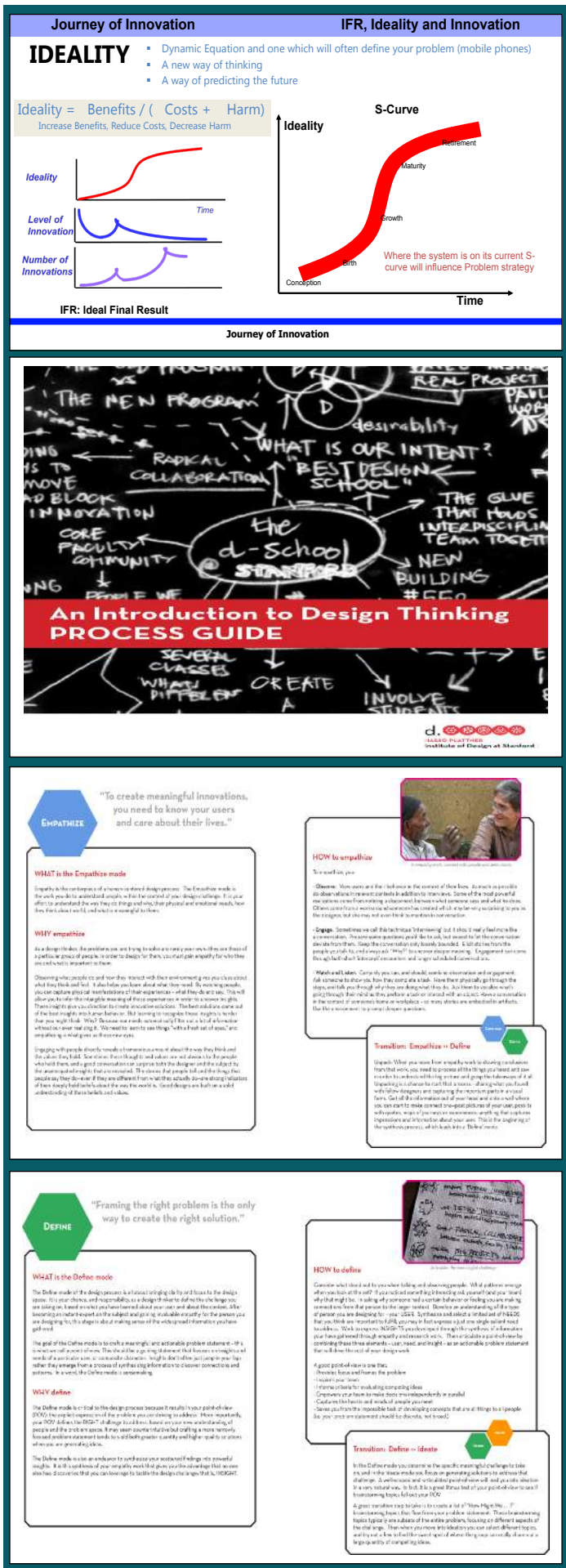
It was a good Interactive session, and the learning was good. The coach is excellent and very knowledgeable.

Arijit Paul

Thank you so much for the valuable training. I feel it will help me to deal with issues on a real time basis.

Avishek Ghosh

Neogi Technologies & Research Pvt. Ltd.



ABOUT MCCI

MCCI is a 120 years old non-government, not-for-profit, industry-led and industry-managed organization, with 700 direct members and 15,000 indirect members covering a wide cross-section of small, medium & large industries, trades and services besides, 10 Associations of Industry & Trade are also affiliated to MCCI.

MCCI addresses various aspects of the industry, trade and services sectors, their issues & Challenges and through several learning and best practices forums, guide them to the future. MCCI also helps members to explore international business opportunities through its international connect initiatives.

MCCI has been working on the development of an indigenous vibrant industrial base in the country, especially in the Eastern India. The indomitable spirit and quest to build an institution to safeguard the interests of the indigenous business community led to the birth of Vaishya Sabha and with the changing times, now it stands as MCCI. MCCI has evolved to reinvent itself to address the challenges in this era of new normal.

MCCI works as a bridge between businesses and the policy makers to create a conducive economic environment for the industry to prosper and flourish while benefitting all the stakeholders in the economy. The Executive Committee, which has 30 Standing Committees reporting to it, is the principal facilitating structure of the Chamber.

We are one of the leading Chambers of Eastern India relentlessly working for the betterment of MSMEs through several initiatives. MSME Helpdesk, IP facilitation, connecting with Banking and Financial institutions, technology for MSMEs, besides taking up members issues at the appropriate level. Several Business meets are organized for the benefit of the members.

For the year 2022, MCCI is prepared to provide opportunities for growth and development to its members through 4E's ~ Explore, Educate, Empower and Enable to help the members achieve the 5th E ~ Excellence in all spheres.

MCCI is presently working on the specific theme of **"Bouncing Back"**, working closely with the State and Central Government on policy matters and building bridges through international connect initiatives.



Merchants' Chamber of Commerce & Industry

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