



*unleashing thoughts of people to leap...*

# **Graduate in Innovation (I<sup>g</sup>)**

**COURSE PROSPECTUS - CUM - BROCHURE**

**TITAN INDUSTRIES LIMITED - JEWELLERY DIVISION**

**Integrated Supply Chain Management**

**with**

**EREHWON INNOVATION CONSULTING**



*Innovation School of Management*

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"FireStarter program is a great way to reflect and realign the journey of innovation and growth. At Wartsila in India we have taken a plunge with over 250 people in a short span of about a month."  
Rakesh Sarin, Managing Director, Wartsila India Ltd.

"I found the session very thought-provoking. The energy, enthusiasm, clarity of examples was very good and to the point. I thought that the way in which innovation was presented, as ideas rather than specific activities, helped to set a mindset that can be applied to situations, and makes it clearer to define what 'innovation' is. I appreciate the fact that he gave many examples from different industries, was humorous and had 5 well-spelled out points. The content is riveting and highly relevant to our culture". - David Wood, Symbian, UK



## FOREWORD



*From the office of the Managing Director;*

*Dear Titanians,*

*From its inception, Titan has made creativity, change, inventiveness, rule changing and game changing a part of everyday life. "Yesterday's truths are today's heresies", Mr Xerxes Desai, our "founder" Managing Director used to say. It is this ability to churn, a desire to improve and a continuous endeavour to change that has made us leaders in the industries in which we are present. It is that attitude when converted to action that comes to be known as innovation. Today, as Indian industry makes its mark on the global arena, innovation has become the differentiator between mediocrity and excellence. The manufacturing teams in our Company have been in the forefront of innovation with the Jewellery Division particularly, bringing rich recognition to the Company by winning the first ever Tata Innovation Award instituted by the Tata Group in 2006. It is this same jewellery team that now brings an "innovative" way of spreading this culture even wider and deeper with the idea of "Innovation School of Management" This unique concept, I am sure, will also find its way into the history books of business excellence.*

*I wish this venture all success.*

**BHASKAR BHAT**  
*Managing Director*

18.07.08



*From the office of the Chief Operating Officer;*

*Dear Titanians,*

*The great thing about Innovation is that it is possible in any situation. All it requires is a good clarity of the problem or task, loads of imagination on the part of the people involved, some experimentation to prove a hypothesis, and bingo! You have an exciting new idea in place.*

*Let me run you through quite an unusual tale of innovation, set in the US, in the Seventies.*

*Poultry farms are a big business in the US, generating billions of dollars even in those days. One of the problems that the farms had to live with was a high rate of mortality among the birds, which used to fight each other at the flimsiest of excuses. Try as they might, the owners of the farms were not able to bring the mortality down.*

*One man, Paul Dickson if I remember right, studied this problem at length. After considerable observations, he concluded that most of the fights started when 2 hens/roosters were within 2 feet of each other. Until then, for some reason, they were tolerant of each other and did not fight. So, Dickson concluded, if the chicken could not see beyond 1 foot, it would not notice another chicken within the 1 foot-2 feet area and would therefore not fight it, which it was doing today.*

*Voila! He next came up with a concept of contact lenses for chicken, got someone to design and make prototypes for 1 farm. All chicken in that farm*



"...Erehwon seems to constantly impress me, as I have never come across an innovation consulting firm, balancing ideas and paradigms with such an ease, to successfully confront gravity and discover orbit-shifting innovation - Erehwon is leading the way..." Carsten Hallund Slot, Vice President Corporate Research & Innovation, Arla Foods

"We had engaged Erehwon during 2007-08. Their IGI study fine tuned our understanding of organizational gravitational forces that we needed to work upon for promotion of innovation culture. Later on Erehwon was actively involved in crystallizing innovative propositions and roadmap for our highly aspirational project called 'Mission 9 X 9'. They are bunch of energetic people and know the business of spurring innovation. Any organization seriously thinking of taking a big leap will benefit from their association. NDPL wishes them all the best in their endeavour!" Uday Mishra, Head (Business Excellence), North Delhi Power Limited (NDPL)

"...The Erehwon transformational leadership program provided our Education Leadership Management team critical insights to integrate into our interventions in the state of Karnataka... Above all, what is most significant is that Erehwon is truly an organization with social commitment and wants to genuinely contribute to initiatives that have a potential to impact large scale social issues..." Dileep Ranjekar, Chief Executive Officer, Azim Premji Foundation

"Erehwon has a great talent to show to you what you think Innovation is and what it could really be. One of Erehwon's great strengths is to see Innovation as a 'full package' i.e. to work out proposals which are truly out of the box and translate these into concrete implementation with its methodology Erehwon can put a mirror in front of you so that you (painfully) see where you are in comparison with where you could be in terms of business relevant innovations". - Robert Sieber, Novartis, Switzerland

"It has been a pleasure to partner with Erehwon... the workshops are very practical, Interactive, stimulating and enjoyable. They instill the right mindset. Without exception every participant found the workshop valuable and were able to apply the learnings and make action plans using different techniques learned in the workshop. We appreciate Erehwon's continued involvement and support in stimulating innovation at TAFE". Shobhana Ravi, Associate Vice President, Information Technology & Learning, Tractors & Farm Equipment Ltd



- An Electronics Multinational: A Fortune 500 Company: Erehwon facilitated two teams through an Orbit-Shifting Intervention followed by an Insight Expedition (in a project lasting 6 months) to develop two 'unique to the world' products for the Bottom of the Pyramid consumers - one, a breakthrough music delivery platform and the other a radical eye diagnostic equipment that is now being prototyped for the global market. Both these products have a business potential exceeding 100m USD.
- A Global R&D of an Electronics Multinational: Erehwon's Orbit-Shifting Intervention followed by an Insight Expedition led to two Breakthrough Propositions - a total of 12 patents have been filed. One of the propositions is now in the prototype stage: A team of 4 people is dedicated to this project.

#### Social Innovation

- An IT Multinational: Erehwon worked with a major IT Multinational to create a Breakthrough Model - that will 10x the employability of engineering graduates in India. This mission has been launched and is proceeding on target at the end of the first year. The organization has invested in a dedicated team plus a 5m USD fund.

This is what some of our clients/media have to say about us

"Erehwon uses a framework that it calls Quantum Innovation. This challenges and sometimes undermines conventional ways of doing business, leading to greater success and profitability."  
BusinessWorld, India

In his book, 'Bangalore Tiger' Steve Hamm has described how Wipro is driving quantum innovation using Erehwon's framework and methodology.

". . . Erehwon provided an in-depth perspective into what differentiates Challenger organizations with specific insight into leadership" - The Economist CEOs' Roundtable



*were fitted with contact lenses which restricted their sight to within 1 foot The result was that all the chicken in that farm were virtually "all alone" since most of the time the all the chicken were outside the 1-foot radius from every other chicken. What this meant was that the chicken did not fight as much, and the mortality rate fell significantly.*

*Of course, in true American tradition, Dickson patented the contact lens and went on to become a millionaire!*

*The moral of the story is that Innovation is possible in any situation. The starting point is a fine understanding of the problem and its causes. The next step is of course the leap of imagination, followed by experimentation.*

*The other moral of the story is that just because there is a lot of chickenfeed around, does not mean you cannot make millions!*

*CK Venkataraman  
Chief Operating Officer – Jewellery*



*From the office of the Vice-President;*

*Dear Titanians,*

*A Successful business conglomerate is the one, which is able to quickly adapt itself, to the changing business scenario. Right culture of organization and agility of people to adopt, oneself to change, are some of the pre-requisites of a successful organization.*

#### **CHANGE THEN AND NOW**

*In 1960s, a decade after independence, the demand for any product produced was more than the, then available, production capacity.*

**EVERYONE CONCENTRATED ON PRODUCTIVITY => 1960.**

*By mid 70's, with more manufacturers coming into foray, the focus of many business houses were quality, ISO 9000 came into prominence in India.*

**EVERYONE FOCUSED ON QUALITY => 1975**

*At this stage, the demand was still more than what could be supplied.*

*Mid 80's, brought more and more competition and the customers were having multiple choices, forcing the industries to focus on quality, cost and delivery.*



#### **Service Innovation**

- An IT Multinational: A Breaking Through Gravity Intervention followed by a global Insight Expedition led to the identification of a 'Breakthrough Service' proposition. In the first two prototypes this proposition has already generated new business worth 15m USD. It will lead a new business unit which is expected to generate 100m USD in the next two years. The organization has invested a dedicated team of 11 which has taken this challenge from aspiration to prototype stage. This entire journey has been facilitated by Erehwon.
- A FMCG company: An Orbit-Shifting Innovation intervention by Erehwon led to the identification of a 'new service concept' that was first prototyped and then scaled up into a fast growing business - from one prototype clinic, it has now grown into 57 clinics. . This business is today generating revenue of over 50m USD.

#### **Breakthrough Strategy**

- A world leader in the Flavours & Fragrance Industry: Through a series of 'Orbit-Shifting' interventions, this organization developed a 'Breakthrough Growth Strategy' that led to a ten fold jump in turnover over a period of 5 years. Erehwon facilitated this process through three intensive interventions of 3 months each spread over this period.
- A world leader in the Insurance Business: Through a Breakthrough Insight Expedition, Erehwon worked with this organization (through three projects of 6 months each, over 3 years) to develop a Breakthrough Strategy to increase the productivity of Insurance Agents and new offices. This Breakthrough Strategy has been a key pivot that resulted in the productivity of this company's insurance agents becoming three times the current industry average. (The going forward challenge is to make this positive advantage even bigger).

#### **Product Innovation**

- A Fortune 500 Company: Erehwon (over a period of 6 months) facilitated, through a global Insight Expedition, the development of 'a unique to the world security product' that is now in the prototyping stage. The organization has invested a dedicated team of 4 people. This product is expected to hit the market in the next 12-18 months.



## Our Clients and Projects:

Over the years, we have enabled organizations to leverage innovation. Some examples are:

### Business Model Innovation

- A Chemicals & Fertilizer Multinational: Erehwon facilitated a Breaking Through Gravity Intervention plus an Insight Expedition that led to a conception of a radical business model which is now being prototyped - facilitated by Erehwon. The organization has invested in a dedicated physical infrastructure and a dedicated team of 7 people for the prototype. This is targeted to create a completely new business with a declared potential of reaching 1 billion US in 5 years.
- A Financial Services Organization: This organization had stagnated and grown minimally over 5 years: A Breaking through Gravity intervention by Erehwon lead to the creation of a breakthrough in business model which lead to quantum growth over the next 4 years - from a turnover of 35m to 200m USD.
- An IT Multinational: Erehwon facilitated a Breakthrough Innovation project, including an Insight Expedition that has lead to the creation of a Breakthrough Business Model focused on 'Bridging the Digital Divide'. This model is now in the prototype stage. The organization has invested a dedicated team of 4. Erehwon is facilitating it end-end over 12 months.
- A Jewellery Multinational: An Orbit Shift Intervention followed by an Insight Expedition has lead to the creation of a unique 'Retail Business Model' that will convert a Business-Business organization into a Business-Consumer organization. The organization invested in a dedicated team of 4 plus an investment of 5m USD. This is targeted to grow into a new business of 25m USD in 2 years.



## FOCUS SHIFTED TO QUALITY/COST & DELIVERY => 1985

*After liberalization & economic reform with major changes in Government policies by 1990, Indian companies were forced to compete with giant MNCs. This had forced the Indian business houses to focus on Business excellence, by involving all employees. TQM, TPM, TEI, JIT, WCM were amongst the many names christened for such movements.*

## BUSINESS EXCELENCE THOROUGH WCM/TBEM => 1995

*Last 5 years, India is witnessing sea of changes, advancements in technology, communication, leading to demanding customers and cut throat competition in all businesses. Businesses, which could innovate to meet the needs of aspiring customers, survive & lead the market while many are left behind.*

## INNOVATION TO STAY & STAY AHEAD => 2005

*Where are we at TITAN & how do we get there!!!*

*In the absence of a clear yardstick to measure our innovating ability, is there a possibility to reinforce/ strengthen our innovative culture, by improving our processes, facilitating innovation?*

## “ Innovation School of Management ( IScM ) ”

*The purpose of creating IScM is then, an attempt to educate everybody with tools and techniques of innovation and expose them to big challenges to enable the collective innovative power of TITANIANS, to enable us, to continue to retain our leadership position now and for all year to come.*

*Hope to see you in our Innovation school, soon, and my best wishes to every one of you.*

*LR Natrajan*

*Vice-President – ISCM and Gold Plus*



*Few organisations are truly invested in making innovation happen. Most treat innovation as a fancy buzz word for top management meetings. Fewer still are able to create an innovation implementation design that connects directly with the organisation agenda for real and visible growth. I applaud Titan's Jewelry Division not only for its investment in innovation but for the robust design through the School of Innovation. By enrolling implementers and making innovation happen through them, they have demonstrated that innovation is not a one person or top team agenda. Erehwon is happy to be associated with Jewelry Division of Titan and we wish the school of innovation all success.*

*Devika  
Director  
Erehwon Innovation Consulting*



### About Erehwon Innovation Consulting

Based out of India, Switzerland and USA, Erehwon Innovation Consulting has been in existence since 1992, working in the areas of Innovation and Innovation Leadership.

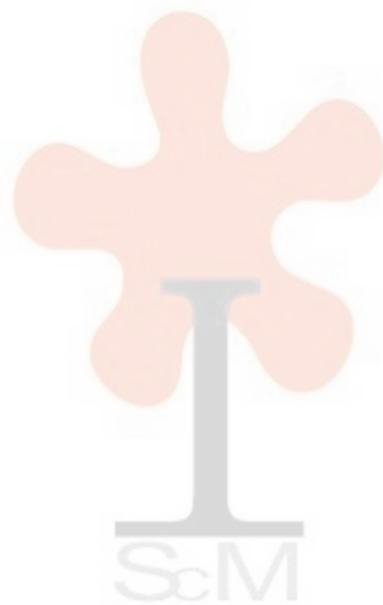
Over the last 16 years, we have extensively researched and worked in the area of innovation, thus pioneering a unique approach - 'Orbit-Shifting Innovation' to making innovation happen in organizations.

We do it through interventions - which could need consulting, facilitating and training. The outcome is usually a new orbit, which infuses new aspirations, new energy, a new approach and new directions.

Erehwon's uniqueness is its ability to go beyond the superficial to uncover and to intervene at the mindset level. Specifically:

- Design to enable orbit-shifts at business, organization and leadership levels and to facilitate organization transform interventions.
- Enable organizations to build and institutionalize an innovative culture.
- Facilitate and coach leaders towards transforming their mindsets and practices to unleash new energy and initiatives
- Work with the strategy, business unit heads and functional heads to create breakthrough strategies, products, services and processes by applying orbit-shifting innovation.
- Enable organizations to discover new business models to penetrate under-served markets.

Clients include such diverse companies Europe and US: Borealis, Kanbay, Nokia, Novartis; Asia Pacific: Bank of America, British American Tobacco, Cable & Wireless, Motorola, Unilever' India: APC, Baush & Lomb, Bharti, ESPN, Dr. Reddy's, Hewlett Packard, IBM, Honeywell, Ingersoll Rand, Intel, Oracle, ITC, International Flavors & Fragrances, Marico Industries, Max New York Life, Mahindra & Mahindra, Wipro, UB - Spirits Division.



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### A. Introduction:

Innovation is the keyword around which the entire globe is positioned. Ever-accelerating pace of change, rapidly escalating customer power, near instant commoditization of products and services, ultra low-cost competitors, new generation customers that is hype resistant and deeply cynical about big business, make the business climate inhospitable for every organization. To survive the above challenges, every organization has to cultivate this new core capability, Innovation, without which it may not prosper or even survive.

Innovation typically involves creativity, but is not identical to it: Innovation involves acting on the creative ideas to make some specific and tangible difference in the domain in which the innovation occurs.

#### Amabile et al (1996) propose:

“All innovation begins with creative ideas . . . We define innovation as the successful implementation of creative ideas within an organization. In this view, creativity by individuals and teams is a starting point for innovation; the first is necessary but not sufficient condition for the second”.

For innovation to occur, something more than the generation of a creative idea or insight is required: the insight must be put into action to make a genuine difference, resulting, for example, in new or altered business processes within the organization, or changes in the products and services provided.

A further characterization of innovation is as an organizational or management process. For example, Davila et al (2006), write:

“Innovation, like many business functions, is a management process that requires specific tools, rules, and discipline.”

Dr Jacqueline Byrd is the brain behind the Creatrix Inventory, which can be used to look at innovation and what is behind it. The Innovation Equation she developed is:

$$\text{Innovation} = \text{Creativity} \times \text{Risk Taking}$$



Annexure: c

### Innovation School of Management Graduateship in Innovation Application form for Innovation Centre Membership

Student Enrolment No.		Space for photograph
Name		
Employee Code		
Department		
Sir, Request you to kindly approve me as a Member to the Innovation Centre. I will abide by all the rules and regulations as per the Innovation centre guidelines.		
Yours faithfully,  (Signature of the Candidate)		
<b>For IScM Use only</b>		
Status of application	Accepted / Rejected	
If accepted, Membership No.		
Prepared By and Sign		
IScM Principal		

A Membership card will be given to students. If any student misses, duplicate membership card will be given on receipt of Rs.50.00.

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Annexure: b

**Innovation School of Management  
Graduateship in Innovation  
Allocation of Project Work**

Student Enrolment No	
Name	
Employee Code	
Department	
Project Title:	
Project Mentor	
Project Start Date	
Proposed Completion date	
Individual work or Team work	
If Team – team members name	
Mentor	
IScM Co-coordinator	
Review Dates	
Project Actually Completed On	
Mentor Acknowledgement	



Hence, going by the above statements, it is inevitable for every organization to create ideas, nurture ideas, and realize the ideas for being in the market place forever. In these lines and to beat back the forces of commoditization, an organization must be able to deliver the kind of unique customer value that can only be created by employees who bring a full measure of their **INITIATIVE, IMAGINATION AND ZEAL TO WORK EVERY DAY.**

In order to create, nurture and realize ideas into actions through people development, at ISCM, the idea of creating a unique mechanism called Innovation School of Management (IScM) was conceived. This mechanism will help the ISCM to be the forerunner in the Industry through innovative practices, products and services.

Innovation School of Management will function like any other academics in imparting knowledge on Creativity and Innovation and graduating all the employees of ISCM through a structured curriculum, teaching and involving people in applying their learning through a variety of projects.

An Innovation centre would be created to impart knowledge in addition to classroom sessions to further hone the ability to ideate.

This Innovation School of Management will make every ISCMian to challenge the obvious and safe thus leading for an innovation culture across ISCM and be a platform for implementing the innovative ideas.



### B. Vision and Mission of IScM:

#### VISION

**“ To institutionalize the culture of innovation across the organization”**

#### MISSION

“ALWAYS, IN ALL YEARS TO COME”

To provide an unique innovative working environment, Wherein, the “Innovation School of Management” will educate / facilitate,

- All people to Innovate
- Break through ideas, becoming a part of routine work

by which, the “ Collective Innovative Power”, of people and therefore our Company, will keep the competition at bay.

“ALWAYS, IN ALL YEARS TO COME”,

and in the process, we leading the market, in whatever we do,

“ALWAYS, IN ALL YEARS TO COME”,

Benefiting our customers, and all our stakeholders



Annexure: a

### Innovation School of Management Graduateship in Innovation Application form for Admission

Application No	Space for photograph
Name	
Employee Code	
Department	
Sir, I am interested to Join in the Graduation course in Innovation. Request you to enroll me for the Written Examination	
Yours faithfully,  (Signature of the Candidate)	
<b>For IScM Use only</b>	
Status of application	Accepted / Rejected
If accepted, Exam no	
Date of Exam	
<b>After Entrance Test</b>	
Marks in Entrance Exam	
Score for Seeds	
Score for Impact of Seeds	
Total	
Result	Admitted / Not Admitted
Prepared By and Sign	
IScM Principal	



### K. Awarding Graduateship:

At the end of every half-yearly, a convocation programme will be conducted, where in the founder Mr. Bhaskar Bhat will preside over the function and distribute the Graduateship Certificates.

In addition, the student(s) who completes the Big Challenge / Big Projects will be awarded Master Graduate Certificate.

A function will be organized for the successful students along with Founder members, Syndicate members, Faculty members, our employees and other distinguished guests.

### L. Way forward

On the day of graduation, the announcement for examination and admission date for the next batch will be announced. The selection process for the new IScM batch will be as per Clause E.



### C. Syndicate:

This School will be run by a syndicate who will be responsible for the following

- To decide the selection criteria to IScM
- Evaluation and Admission
- Curriculum design along with Erehwon / other consulting firms
- Conducting the courses as per the design
- Evaluation and announcement of results
- Guiding the students for successful implementation of projects
- Awarding graduateship to students after successful completion of courses
- Rewards & Recognition
- Course Review and modifications
- Measuring the effectiveness and benefits of IScM
- Presenting to the top management on the progress

Founders: Mr. Bhaskar Bhat, Mr. C.K. Venkatraman and Mr. N. Kailasanathan

The Syndicate members are;

1. Mr. C.K. Venkatraman – Chancellor
2. Mr. L.R. Natrajan – Vice-Chancellor and Head of Syndicate.
3. Mr. A. Palanikumar
4. Mr. Sandeep Kulhalli
5. Mr. C.S. Ramesh
6. Mr. Sanjay Ranawade
7. Mr. Saumen Bhaumik
8. Mr. Ajay Sharma
9. Mr. Shiv Ram
10. Mr. Sangeeta Dewan
11. Mr. N.E. Sridhar



### D. FACULTY:

In order to provide Quality education and training, the IScM has a high talent pool of managers who will be the faculty in addition to an external consulting agency.

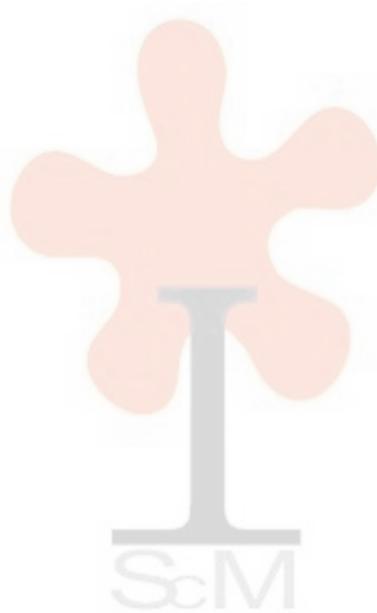
From Erehwon Innovation Consulting Facilitator : **Ms. Bindu Chandana**

Strategic Consultant Facilitator & Partner Consultant : **Mr. Gokul Ranganathan**

**The lead faculty and Principal for the IScM is Mr.B.Manimaran**

The faculty members are;

1. Mr.PRadhamanalan
2. Mr. S.Santhosh
3. Mr.G.Rajendran
4. Mr.PSukumaran
5. Mr.A.Chandrasekar
6. Mr. N.Vaideeswaran
7. Mr.T.Gnanavel
8. Mr.M.N.Soundararajan
9. Mr. H.Raghothaman
10. Mr.K.Britto
11. Mr.T.Vijaya Kumar
12. Mr.R.N.Elangovan
13. Mr. A.Elangovan



Visiting Professors: M/s. LRN, APK and Sanjay Ranawade

An administrative officer will be helping the Syndicate and Faculty in all day-to-day operations.



Results will be published within one week of examinations to all the students and will be published via intranet too.

Mark sheets also will be distributed to all candidates. If any student fails to get through the exam, he/she needs to reappear in the written exam only.

Project completed students can be mentor for next batch or they can also take the new projects. Best students can be absorbed as a faculty

### J.2: Master's Certificate:

At the beginning of the fourth module, student(s) will be doing their Project work in Big Challenges or Big projects.

A HOD will be mentoring the projects to provide guidance and support to ensure the completion of the project.

The criteria for evaluating the Big Projects or Big challenges are based on the following;

Sl.No	Evaluation Mechanism	Weightage
1	Methodology adopted	20%
2	Involvement in Projects	30%
3	Project Work	50%

Based on the three if a student gets a minimum of 60% then he / she will be declared passed. However, in order to get Master Certificate the student should be a qualified Innovation Graduate.



## J. Evaluation Methodology:

### J.1: Graduateship:

Evaluation methodology involves written exams, project work assessment and involvement in projects.

Sl.No	Evaluation Mechanism	Weightage
1	Involvement in Projects	20%
2	Written Exams	30%
3	Project Work	50%

Mentors will be rating the involvement of the students during their project work on certain pre-determined criteria.

Written exams will be for an hour and students will be evaluated for the same. The syndicate members will evaluate successful completion of the small project work and benefits of the same will be monitored for the impact.

Based on the three if a student gets a minimum of 60% then he / she will be declared passed.

Grades:

- 1. Platinum Grade : Scores > 85%
- 2. Gold Grade : Scores Greater than 75% and less than 85%
- 3. Silver Grade : Scores Greater than 60% and less than 75%



## E. Selection Criteria for the School:

Eligibility: All employees (E and L) with minimum three years of experience.

Enrollment Size per batch: 25 to 30 students. The number of students may vary based on the infrastructure facility available.

Eligible and willing employees to apply for written exam. The selection criterion is a three-step process, which includes the following:

Sl.No	Parameters	Weightage
1	Number of Seeds sowed by the individual employee	20%
2	Value impact of Seeds	30%
3	Written Examination	50%
	Total	100%

Every prospective employee's contribution to seed scheme will be evaluated with respect to the number of seeds sowed and its value impact. An aptitude test will be conducted in addition to the 'Seed's. **Based on the above said criteria an employee will be selected to the Innovation School of Management.**

### Minimum Marks required to Qualify = 60 %

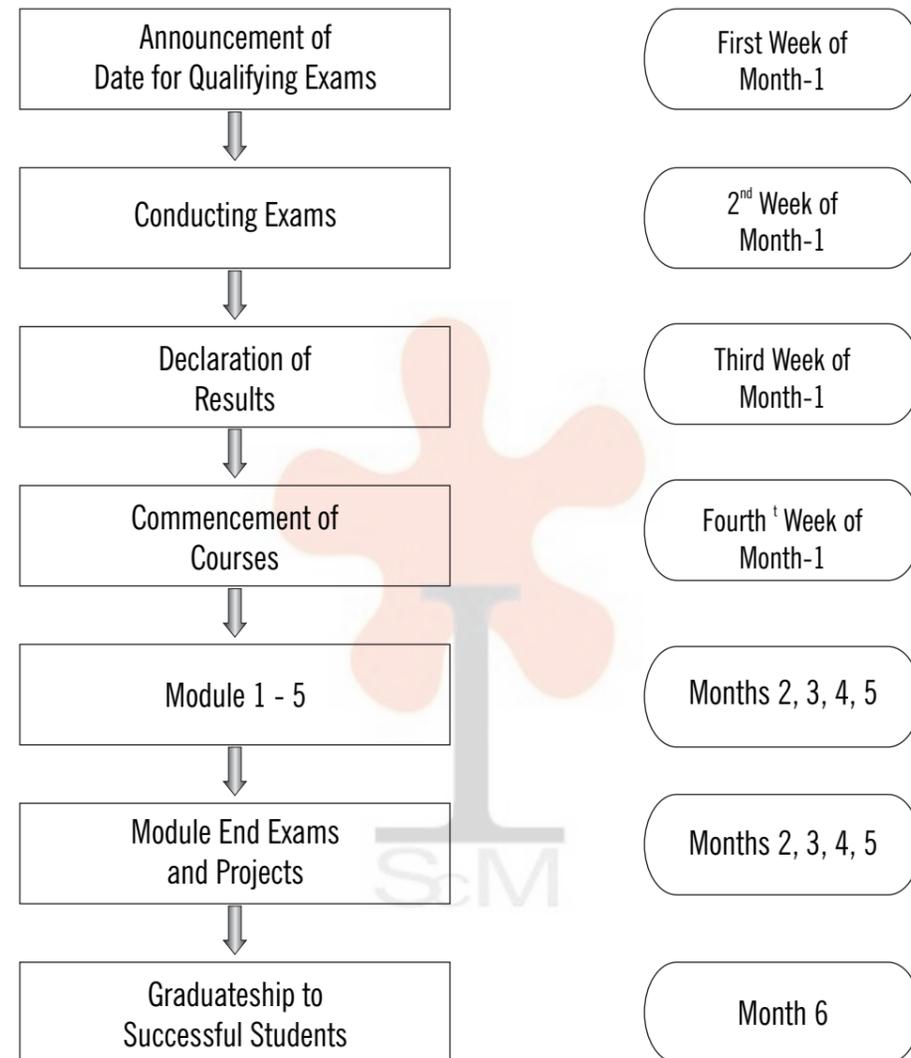
The admission coordinator would announce the results of successful candidates within one week of taking the exams.

Successful students will be given an admission card and a letter of confirmation, which the student needs to sign for agreeing to all terms and conditions of the school.

A student can make any number of attempts in the qualifying exams.



### F. Admission and Course Cycle:



### The Ten Projects are;

- SA01 - Diamond Bagging Automation
- SA02 - Diamond size-sorting machine
- SA03 - Vision system for diamond colour matching
- SA04 - Diamond lusture matching automation
- SA05 - Vendor portal
- SA06 - Order Processing automation
- SA07 - Inspection automation
- SA08 - Casting bagging automation
- SA09 - Coin manufacturing automation
- SA10 - Butterfly manufacturing automation

Student(s) will be pursuing a Big Project or Big Challenge after completing the third module. Student(s) can choose their Big Challenge or Big Project and mentors the during the course (with in first two training module).

Each HOD will be mentoring one or two projects and thus enabling the projects to get completed on time and resulting in high motivation. Based on the complexity of the project, the time allocation per week may vary. The schedule is given below as:

Complexity	Time
Shift	1 hr / week
Incremental Shift	2 hr/week
Orbit-Shift ©	4 hrs /week



## I. Engagement Methodology:

Students will be given a live project work to apply their acquired knowledge. Individual students or group of students with/ without the help from other non-students (if required) will be required to take up the project. Currently, IScM has identified 18 Big Challenges and 10 Projects to pursue.

The Eighteen Big Challenges are;

BC01 – 1 lakh karatmeter

BC02 – 24 Hour delivery of IH studded products.

BC03 – 3 Day Miracle

BC04 – RPT resin Finish

BC05 – Elimination of Plastic Covers

BC06 – Coin Automation

BC07 – Finding Automation

BC08 – Simplification of Wax Setting

BC09 – Stone Layout with Image

BC10 – Stock availability of customer order at various locations

BC11 – Process tracking of Customer Order

BC12 – Kanban revise and audit gold & stones

BC13 – Mismatch at casting – stone quality

BC14 – Coin design to tool Manufacturing – LT reduction

BC15 – Mould History soft copy

Bc16 – 22 KT common alloy for coin / product

BC17 – Customer Order requirement in e – form

BC18 – Stock tally with I n 10 minutes



## G. Course Curriculum and Teaching Methodology:

The curriculum for the course has been carefully crafted by Erehwon Innovation Consultants inorder to make our students to participate well and thus unleashing the power of people in generating ideas, nurturing the same.

The course has five Modules and every module is unique in itself. There will be a one-day classroom session at the beginning of every module. The five modules are;

### Module-1: Brain Rake

Idea-Frame-Mental Model as skills - To understand that there are three levels of thinking from incremental to breakthrough. In addition, understand what it takes to make breakthrough thinking happen.

### Module-2: Cut Across

Think Frame /Shift Frame as skills- To assimilate the concept of think frame-shift frame for deliberate idea generation. To show how blocks to thinking can trap the mind.

### Module-3: Appli(y)Cation

Frame Fan and INJ as skills- A process that aids the capturing, understanding and utilizing of ideas that are generated.

### Module-4: Braincomp

Delayer as a skill - Understanding the need for intent level engagement.

### Module-5: Livein

Insighting as a skill - To help participants understand and implement??

Duration for every module: One Month



## ADDITIONAL SUPPORT

Other than the classroom teaching, IScM has derived other innovative methods to impart knowledge to the students, viz,

- a) Visit to Other Organizations
- b) Knowledge sharing by experts
- c) Innovation Centre

### a) Visit to Other Organization:

Every organization is unique to itself in terms of their people, culture, operations products, the environment and their customers. Thus, an industrial safari will be a knowledge enriching experience to every student. There will one Industry visit at the end of third module

### b) Knowledge Sharing by Experts:

It is always said, ten persons' brain is better than a single person's. In order to have cross-fertilization, this knowledge sharing session has been organized. At the end of fourth module, this sharing will happen. Students can immensely benefit from such knowledge experts

### c) Innovation Centre:

In addition to the Classroom sessions, Visit to other organization and Knowledge sharing, IScM is unique in offering this facility to the Innovating Student fraternity.

At this facility, one can actively look for

- Journals on innovation
- Case studies which inspire
- Audio-visuals
- Computers and Internet facility
- Mind-teasers, etc
- An Innovation portal



In addition, Will facilitate

- ◆ E-learning on creativity & Innovation

An officer has been posted as a full-time member to help the students in using this facility.

Work Times: 8.30 am to 10.00 pm.

Students will be permitted only after their working hours. Students can utilize the facility in timings allotted to them on regular. During the final project completion, this facility can be used based on the requirement.

Every student will be given a membership card to get access into this centre. Student can borrow Books, CDs and magazines that should be returned to the Innovation centre within two weeks. Defaulters will be charged Rs.10/- per day / book / CD.

Innovation Centre will deduct the cost of Books / CDs if a student fails to return the Books / CDs within one month or reports the loss. Payment deduction note will be sent to Finance department by the Innovation Centre in-charge.

### H. Class Schedules:

Every student will be undergoing a one-day classroom training at the beginning of every module. In addition, he/she will be allowed for one more day for pursuing the small project work / assignment for every module. Beyond this, every student has to do their activities after their working hours. In addition, Will facilitate