## News Article: Franken post News paper (Müncheberg-Helmbrechts edition) on 6<sup>th</sup> July 2016



Product Development course gave an insight to the real product development projects engaged in industries. Under the guidance of Prof. Dr. Wolfgang Schrott, four teams of students worked to develop unique products in six months. These multicultural teams learnt professional skills of product development in the end.

As a final presentation of the projects, a Word Café was organized in the Hof University of Applied Sciences, Müncheberg. World Café is a structured conversational process where dignities attend seminars of every team and have a detailed conversation on the projects. This final event was a great success and many students, professors, professional guests attended these seminars.

The groups worked on Innovative curtain suspension system, Smart textiles for seniors, Nonwoven fabrics, Electricity generation from lightning. Innovative curtain suspension system was developed under the guidance of Mr. Jochen Rieger, CEO of Neutex Pvt ltd., a German curtain manufacturing company.

All the dignities were impressed by these unique ideas having potential start-up possibilities. All teams worked really hard and were ready with technical designs for the product, SWOT analysis, business plan and marketing plans as well. Six students from VIT, Pune participated in this course. The students are currently studying in Hof University of Applied Sciences, Germany under the Students Exchange Program.

The names of the students are as follows -

- ✓ Mr. Sujay Jadhav from Electronics Engineering
- ✓ Mr. Shrenik Sanklecha from Instrumentation and Control Engineering
- ✓ Mr. Akash Kumbhar from Mechanical Engineering
- ✓ Mr. Shantanu Jadhav from Mechanical Engineering
- ✓ Mr. Himanshu Deshpande from Mechanical Engineering

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✓ Mr. Suraj Patil from Production Engineeering