



# MUGBERIA GANGADHAR MAHAVIDYALAYA

P.O.—BHUPATINAGAR, Dist.—PURBA MEDINIPUR, PIN.—721426, WEST BENGAL, INDIA

NAAC Re-Accredited B+Level Govt. aided College

CPE (Under UGC XII Plan) & NCTE Approved Institutions

DBT Star College Scheme Award Recipient

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## Lecture on Career Opportunity in marketing of Innovative Dairy Products

This lecture was observed in online mode on 30/06/22 under Self driven activity (IIC, Quarter III). About 50 students and 5 faculty members of the college have participated in this talk. The eminent speaker described every aspects related to career opportunity in marketing of Innovative dairy products. The participants were very much satisfied and enriched with his informative presentation.

**Lecture on Career Opportunity in marketing of Innovative Dairy Products**  
Date: 30/06/2022 at 7:00 pm  
Under Self driven Activity  
Organized by IIC, Mugberia Gangadhar Mahavidyalaya, Bhupatinagar, Purba Medinipur, West Bengal, India.  
Speaker:  
  
**Mr. Dilip Kumar Panda**  
Presently heading Regional Category, Fresh Foods, Dairy Division, Jubilant Foodworks Limited  
Platform: Online

**New Product Development Process**

Stage	Workflows
1. Idea Generation	Brainstorming, Market Research, Customer Feedback
2. Concept Development	Market Research, Customer Feedback, Brainstorming
3. Business Plan	Market Research, Customer Feedback, Brainstorming
4. Idea Screening	Market Research, Customer Feedback, Brainstorming
5. Concept Development	Market Research, Customer Feedback, Brainstorming
6. Business Plan	Market Research, Customer Feedback, Brainstorming
7. Idea Screening	Market Research, Customer Feedback, Brainstorming
8. Concept Development	Market Research, Customer Feedback, Brainstorming
9. Business Plan	Market Research, Customer Feedback, Brainstorming
10. Idea Screening	Market Research, Customer Feedback, Brainstorming

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Principal  
Mugberia Gangadhar Mahavidyalaya