



Faculty Development Program



VIT[®]
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

Title : Concept to Commercialization- A structured FMEA approach

Date : 2026-03-06 - 2026-03-06

Time : 14:15 - 17:30

Venue : PRP B-BLOCK- 462

Event Outcome

- Participants will be able to develop a product from idea validation to market launch with reduced failure rates



Resource Person 1 - Details

Name : Dr Muralidharan K

Designation : Founder and Director , Value enablers Academy

University/ Company : Value enablers Academy, Bangaluru

Address : India, 560036.

Resource Person's Profile :

1. Profile of Dr Muralidharan K

Transforming an idea into a commercially successful product requires proactive risk management at every stage of development. A Structured FMEA (Failure Mode and Effects Analysis) Approach systematically identifies, evaluates, and mitigates potential failures from concept validation through design, prototyping, manufacturing, and market launch. Early risk assessment improves feasibility decisions, while Design FMEA enhances product reliability and Process FMEA ensures manufacturing stability.

A Structured FMEA (Failure Mode and Effects Analysis) Approach systematically identifies, evaluates, and mitigates potential failures from concept validation through design, prototyping, manufacturing, and market launch. Early risk assessment improves feasibility decisions, while Design FMEA enhances product reliability and Process FMEA ensures product manufacturing stability, scalable, and commercially sustainable solutions.

Power Point Presentation

Coordinator's: Prof. SRIDHAR V G 10165 - Professor Grade 2 - SMEC
Prof. SENTHIL KUMAR A 10063 - Professor Higher Academic Grade - CO2