



## Short Profile of Dibyendu De

Design Innovator – Competitive Impact; Reliability Management Consultant Pvt. Ltd (RMC)

B.E (Mechanical), M.Tech (Machine Design & Analysis), PGDM (Marketing), PGCMS (UK)

- ❖ Years of experience = 30 (approx)
- ❖ Specialization → To create Competitive Impacts for Manufacturing Industries through **Design Innovation**.
- ❖ Consulting Experience → 20 years in blue chip companies in India and a few foreign clients
- ❖ Work Experience → 10 years (Cementation Ltd, Larsen & Toubro Ltd, IIPM)
- ❖ Consulting Focus → Creating wealth and competitive impacts through viable micro design innovations.
- ❖ Focus Industries → Private sector companies: creation, maintenance and empowerment
- ❖ Papers published = 19 in peer reviewed journals (foreign and Indian)
- ❖ Expert faculty for CII, PMI (NTPC), NPC, IIPM and many training organizations in the Gulf.
- ❖ Guru (the school of thought) = Prof. Tim Henry, of University of Manchester, U.K.
- ❖ Additional training undergone: Training for Trainers (Milton Kenyes, U.K), Tribology (University of Swansea, U.K)
- ❖ Number of consulting assignments handled = 165
- ❖ Number of clients handled = 46 (Indian and foreign)
- ❖ Number of successful technical and management solutions provided > 2500
- ❖ Number of failures studied > 10, 000
- ❖ Number of participants Trained (foreign and Indian) = 8580 (in 1298 days of workshops, in-plant training programs, seminars etc.)

### Descriptive Profile of Dibyendu De

His basic areas of interest and research for the last 29 years after obtaining a first class Graduate Degree in Mechanical Engineering followed by a first class Post Graduate Degree in Machine Design and Analysis from premier institutes of India was Design and Innovation as applied to the various issues of manufacturing industries. However, the ultimate clarity of the business dynamics and the nature of seemingly random failures happened when he studied under his Guru Prof. Tim Henry of Manchester University, U.K.

In the process the subject of **Design Innovation** was created. It looks at the synergetic effects of very small changes and feedbacks within a system that produces 'imperfections', which if left alone, induces failures of all sorts and prevents a system or business from performing at its best.

Design Innovation was not only used to create new world class factories, manufacturing strategies, systems, products, machines but also to eliminate failures of any type in manufacturing industries in the areas of quality, maintenance and processes: thereby creating competitive impacts for the business.

This radical breakthrough thinking, which is holistic in nature to create innovative solutions, is a sharp departure from the traditional mode of thinking that tends to treat in isolation the symptoms rather than the fundamental and treat parts of a system rather than the whole. Such reductionist thinking causes repeat productivity problems, repeat failures and repeat maintenance – thereby impacting the bottom line of manufacturing industries.

Manufacturing industries who adopted this **breakthrough thinking** of **Design Innovation** gained benefits for years with their one time effort to identify 'imperfections' and find a permanent cure to eliminate them forever and create lasting competitive impacts!

Though he continues to learn widely and deeply he is yet to be accused of being an 'academic'.