

(54) Title of the invention : A METHOD FOR BUSINESS GROWTH THROUGH INNOVATIVE PRODUCT DESIGNS AND TECHNOLOGY SOLUTIONS

<p>(51) International classification :G06Q0010060000, G06Q0030020000, G06Q0090000000, A61F0013491000, G06Q0050260000</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant :</p> <p><b>1)Dr. Kirti Jainani</b> Address of Applicant :Associate Professor, Marketing &amp; General Management, Faculty of Management Studies, Indian Institute of Rural Management (FMS-IRM), Jaipur, Rajasthan, Pin Code: 302020 -----</p> <p><b>2)Prof. (Dr). Anoop Pandey</b></p> <p><b>3)Dr Aruna Dev Rroy</b></p> <p><b>4)Prof (Dr.) Rashmi Gujrati</b></p> <p><b>5)Dr.Papari Nayak</b></p> <p><b>6)Dr. Nimit Gupta</b></p> <p><b>7)Dr. Purvi Pujari</b></p> <p><b>8)Dr. Babita Yadav</b></p> <p><b>9)Prof. Ramesh Chandra Panda</b></p> <p>Name of Applicant : NA Address of Applicant : NA</p> <p>(72)Name of Inventor :</p> <p><b>1)Dr. Kirti Jainani</b> Address of Applicant :Associate Professor, Marketing &amp; General Management, Faculty of Management Studies, Indian Institute of Rural Management (FMS-IRM), Jaipur, Rajasthan, Pin Code: 302020 -----</p> <p><b>2)Prof. (Dr). Anoop Pandey</b> Address of Applicant :Professor, Department of Commerce, Hemvati Nandan Bahuguna Garhwal University, BGR Campus, Pauri, Uttarakhand, Pin Code: 246001 -----</p> <p><b>3)Dr Aruna Dev Rroy</b> Address of Applicant :House No: 59 Lane No: 4, Anandanagar Pandu Port Road, Kamrup Metro Assam, Guwahati, Pin Code: 781012 -----</p> <p><b>4)Prof (Dr.) Rashmi Gujrati</b> Address of Applicant :Dean (International Affairs), CT University Ludhiana, Ferozepur Road, Punjab, Pin-Code: 142021 -----</p> <p><b>5)Dr.Papari Nayak</b> Address of Applicant :Assistant Professor, Department Of Management, Golaghat Commerce College, Jyoti Nagar, Golaghat, Assam, Pin Code: 785621 -----</p> <p><b>6)Dr. Nimit Gupta</b> Address of Applicant :Professor, Department of Management, The North Cap University, Gurugram, Pin Code: 122017 -----</p> <p><b>7)Dr. Purvi Pujari</b> Address of Applicant :Associate Professor, Department of Management, Bharati Vidyapeeth's Institute of Management Studies and Research, Mumbai, Sec-8, C.B.D. Belapur, Maharashtra, Pin Code: 400614 -----</p> <p><b>8)Dr. Babita Yadav</b> Address of Applicant :Assistant Professor, Department of Business Management, Doctor Hari Singh Gour Central University, Sagar, Madhya Pradesh, Pin Code: 470003 -----</p> <p><b>9)Prof. Ramesh Chandra Panda</b> Address of Applicant :Chief Scientist, We Grow Private Limited, Bhubaneshwar, Odisha, Pin Code: 751001 -----</p>
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## (57) Abstract :

The present invention relates to a method (100) for business growth through innovative product designs and technology solutions. The method (100) comprising the step of creating innovative product designs (101) to help the people to avail benefits in exchange for money, to increase the value of goods/products, to improve the physical appearance; generates standard technology solutions (111) use advance technology using digital marketing, AI and ML to enhance the quality and performance of any business; follow government policies (122); select suitable plant location and capacity planning (123) to develop an effective business strategy of the plant and location plays an important role; consider cultural and social factors (124) to provide deep analysis on cultural diversities and social factors before launching any product or service in the market. The method (100) for business growth through innovative product designs and technology solutions to improve business intelligence.

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