ICB Chairman Mr. Rajan Nagre takes Value Engineering to masses

ICB Chairman Mr. Rajan Nagre, was invited by Mumbai Doordarshan Kendra for speaking on Value Engineering. His interview was telecast on DD Sahyadri channel on 29th March 2018 at 2 pm in the program called “Sakhi Sahyadri”. This program is very popular especially amongst female viewers. Mr. Nagre explained fundamentals of Value Engineering in local Marathi language. He made it simple to understand with examples from day to day life. Delivered very clear message that this technique can be used by all people from house wives to corporate executives and government agencies in personal life, professional life and social life for variety of applications like problem solving, strategic planning, business development, career and financial planning, successful married life and projects of social or public interest. With this program, Value Engineering has been first time introduced to huge population thro’ TV channel, which has invoked interest of people in this technique. Anchor Ms. Manisha Surve did marvellous job of structuring proper questions in order to bring best of Value Engineering to people, within short span of time. Thanks to ICB Chairman Mr. Rajan Nagre for doing this commendable job as per his commitment towards PACE activities.