INSTITUTIONS INNOVATION COUNCIL

&

Training and Placement Cell EVENT REPORT



Event: Virtual Workshop

Topic: Design Thinking, Critical Thinking & Innovation Design

Date: 22nd March 2022 Time: 12:50 PM Onwards

Duration: One Hour

Platform: Microsoft Teams

Program: BBA, BCA, MBA, BAJMC,

Coordinator: Ms. Keenika Arora, Assistant Professor of

Management Sciences

Mr. Rahul Tripathi, Assistant Professor of

Management Sciences

Mr. Mayank Arora, Assistant Professor of

Mass Communication

Convener: Dr. Nivedita, Head-Training & Placement Cell, IIC In-Charge

Students: 75

Resource Person:

MS. Saumya, VP -Marketing at Meyer - majorly I focus is on preparing GTM for Meyer and its brands - product and brand positions - NPDs and CMI (which involves research - survey etc.)

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Training and Placement Cell

Objective:

- To make the attendees understand about design thinking.
- To make the attendees understand the process of ideation
- To make the attendees the creative thinking for giving solution to problem (Idea).
- To make attendees understand the process of prototyping and testing it.
- To make attendees understand the Design thinking for innovative products by a case study of Meyers India.

Report:

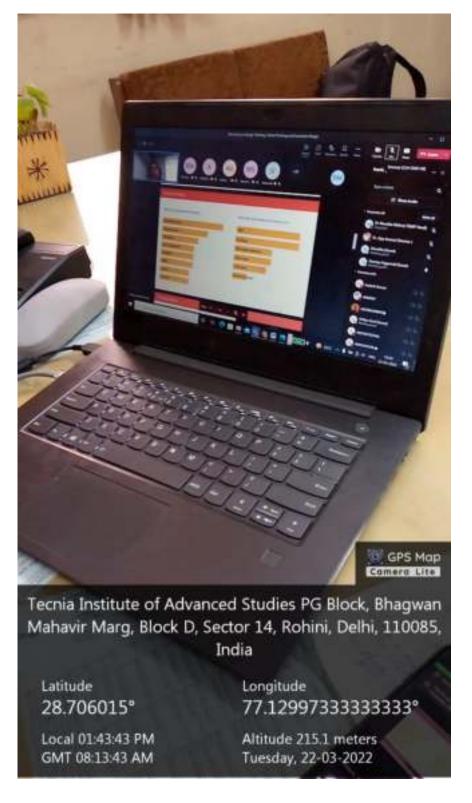
An online workshop was organised by IIC TIAS under the ambit of Capability Enhancement Scheme on 22.03.2022 from 12.50 PM onwards. The topic of the workshop was Design Thinking, Critical Thinking and Innovation Design. The speaker for the session was Ms. Saumya, VP -Marketing at Meyer - majorly I focus is on preparing GTM for Meyer and its brands - product and brand positions -NPDs and CMI (which involves research - survey etc.) The speaker described the attendees about what is design thinking and stages of design thinking which include empathising, defining, ideation, prototyping and testing. She said to empathize, one needs to follow three steps observe, engage and immerse and demonstrated various tools for it like assuming a beginner's mind-set, asking What, How and Why, asking 5 ways, conducting interviews, engaging, bodystorm, creating journey maps etc. She defied Point of View and said that it is articulated by combining three elements-user, need and insight by using the sentence [User....(descriptive)] needs [need....(verb)] because [insight...(compelling)]. She described using Why How Ladder to find user nees and ways to possibly solve them. She explained that ideate is transition from identifying problems to exploring solutions. She suggested to for a creative ideation, brainwriting exercise and Mindmap often result in good ideas. She told once Idea is there, one needs to define it by using power of ten. After an idea is validated prototype is created which may be in any physical form and they are inexpensive with low resolution having some features in early stages. She discussed that prototypes are most successful when people (the design team, users and others can experience and interact with them. She further described that once prototype is made feedback is collected for refining the solution and it's an iterative mode. Testing of the prototype can be achieved by feedback capture matrix by constructing four quadrants, 1st for constructive criticism, 2nd for placing things one like or finds notable, 3rd for questions raised and 4th for new ideas spurred. She then described the case of Meyer's India- Delhi Home Visits for designing the innovative products for Indian kitchens in detail. Dr. Ajay Kumar, Director, TIAS discussed about the importance of design thinking and creative thinking in innovation. Earlier and Dr. Nivedita, Head Training and Placement Cell and In Charge IIC welcomed everyone and introduced to the students about the speakers and objective of the workshop. The one hour session was well organised and well received by the students. The session ended with vote of thanks by Dr. Nivedita and feedback collection.

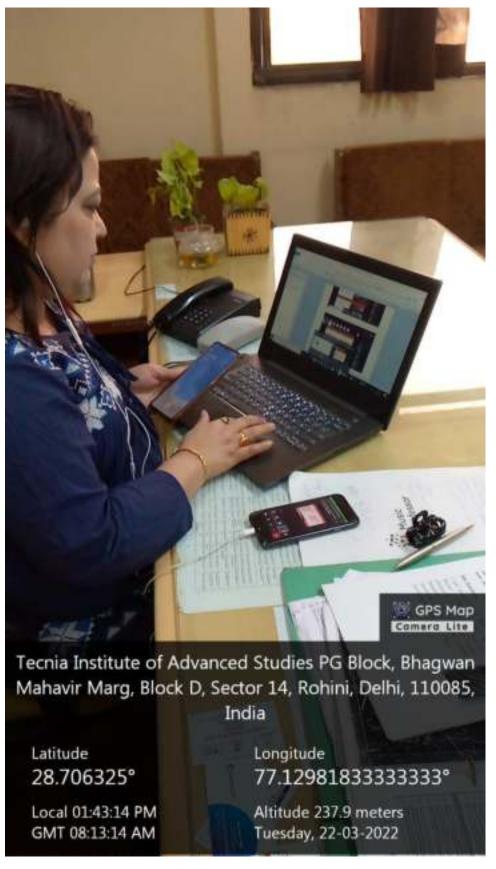
Learning Outcome:

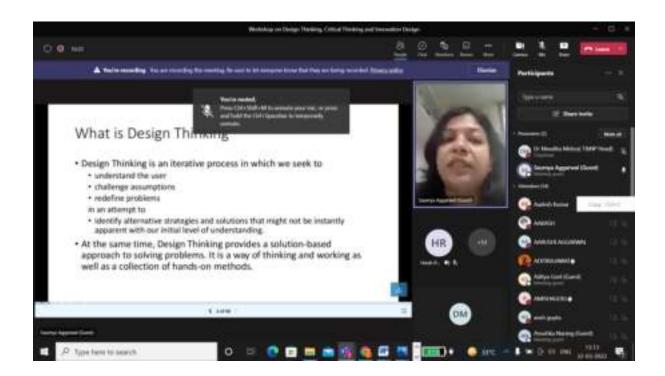
- The attendees understood about design thinking after attending the webinar.
- The attendees understood the process of ideation after attending the webinar.
- The attendees understood the creative thinking for giving solution to problem (Idea) after attending the webinar.

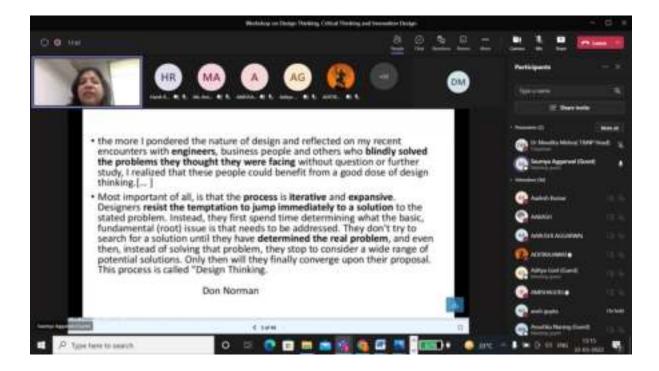
- The attendees understood the process of prototyping and testing it after attending the webinar.
- The attendees understood the Design thinking for innovative products by a case study of Meyers India after attending the webinar.

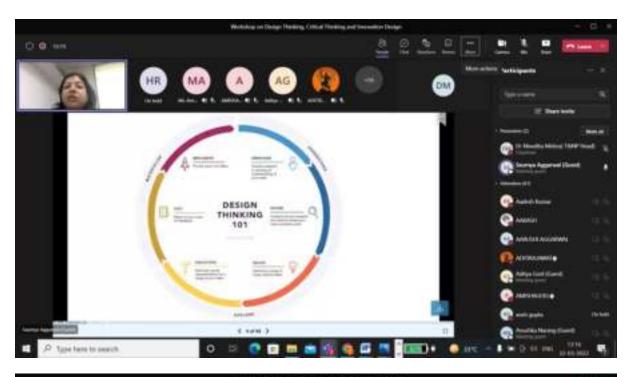
Screenshot and Geotag:

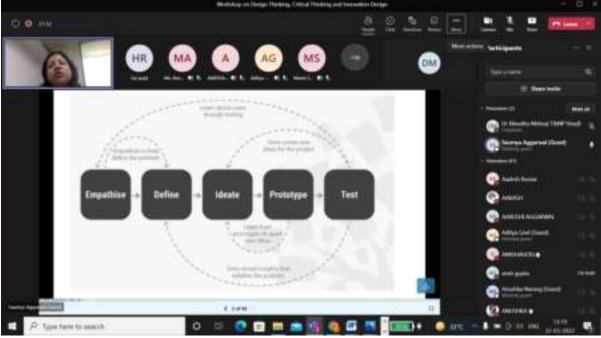




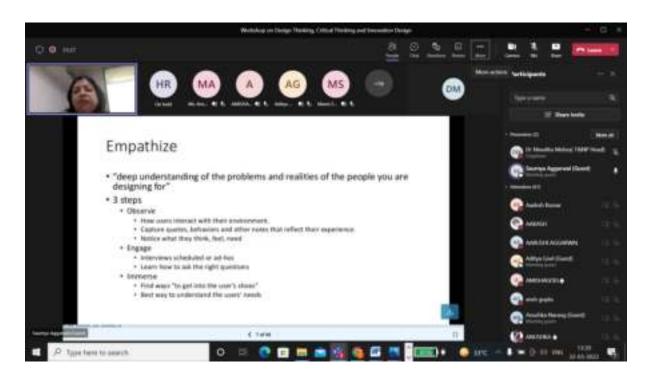


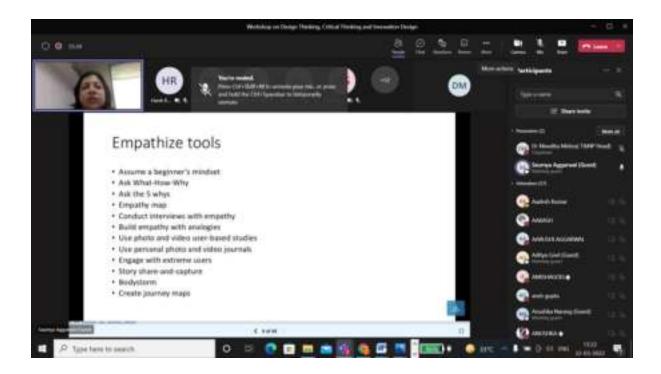


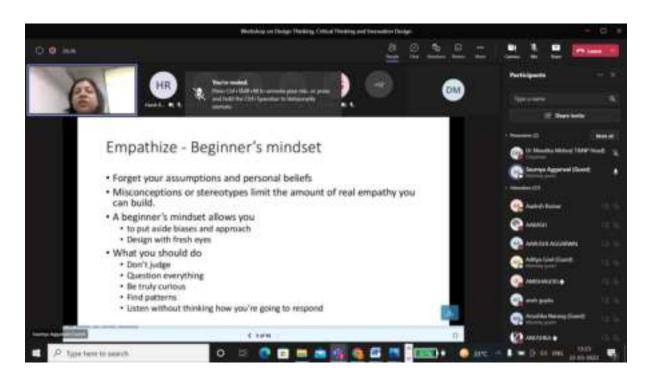


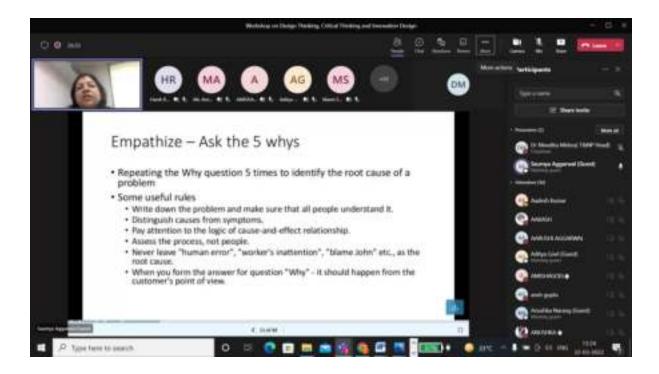


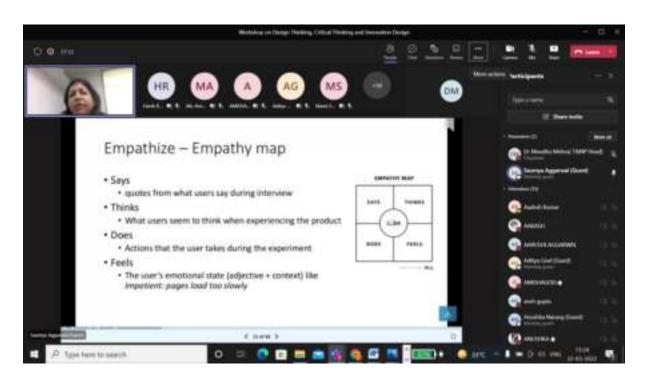


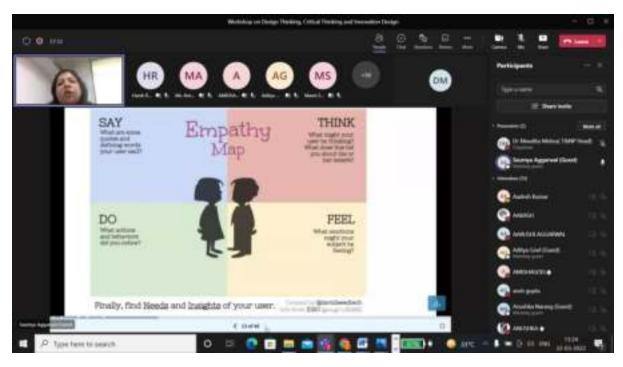


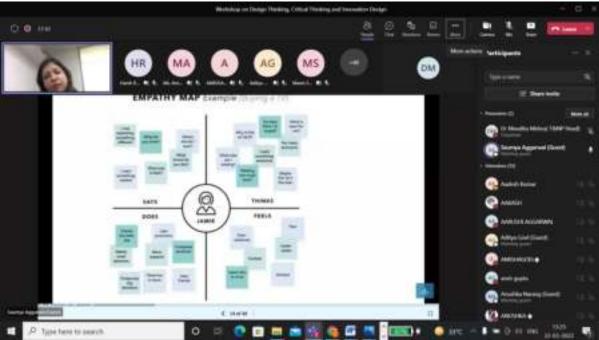


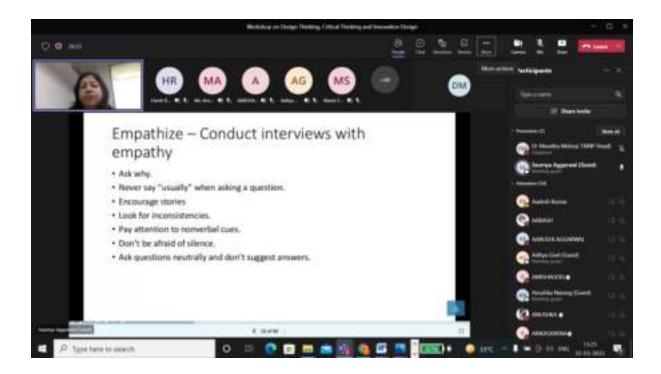


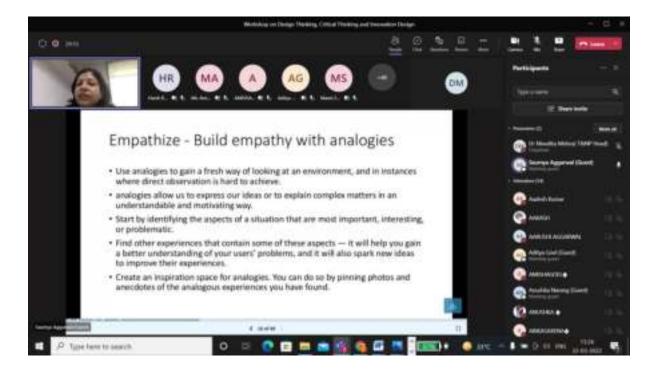


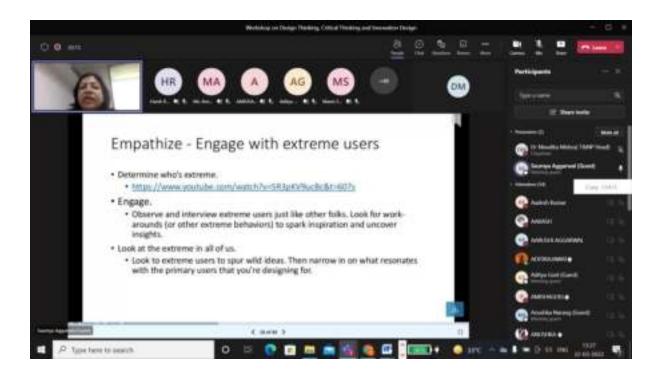


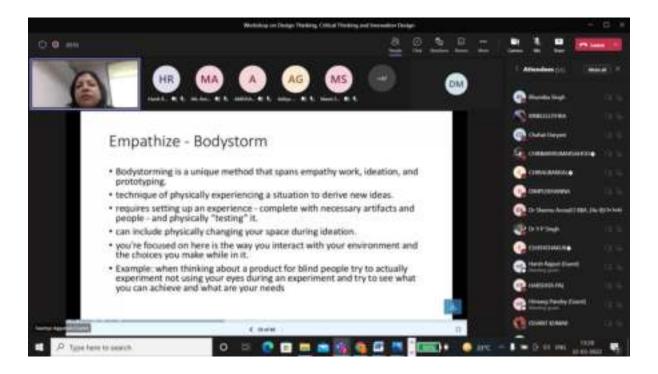


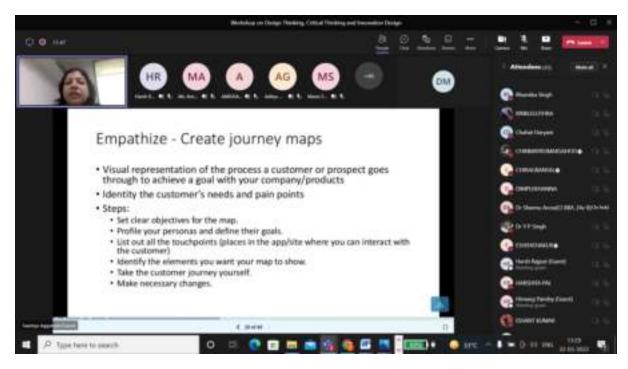


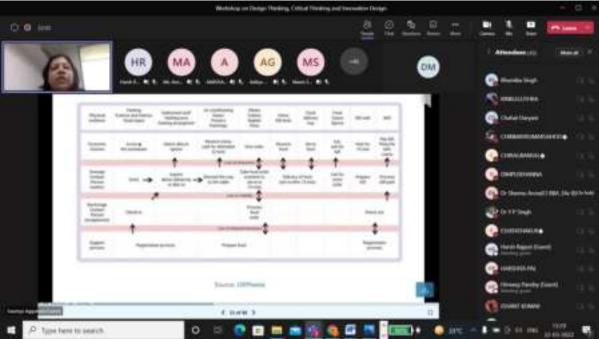


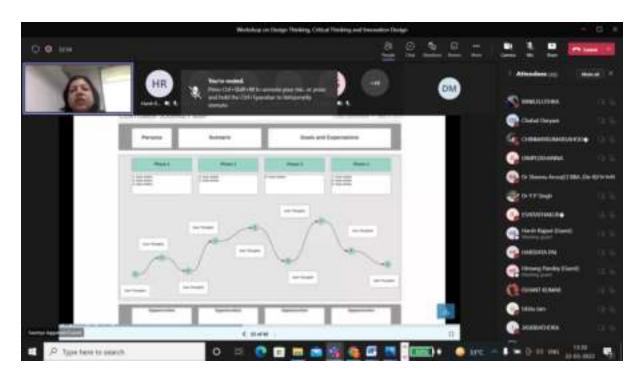




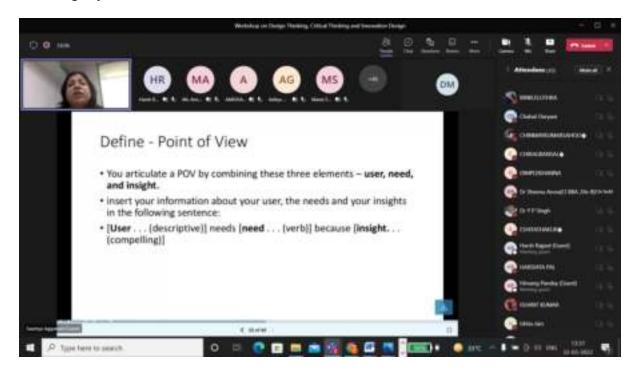


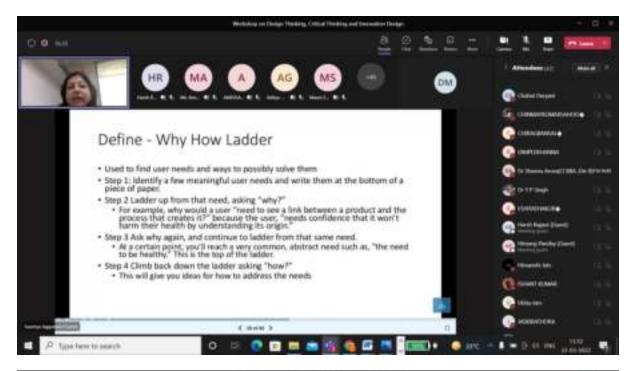


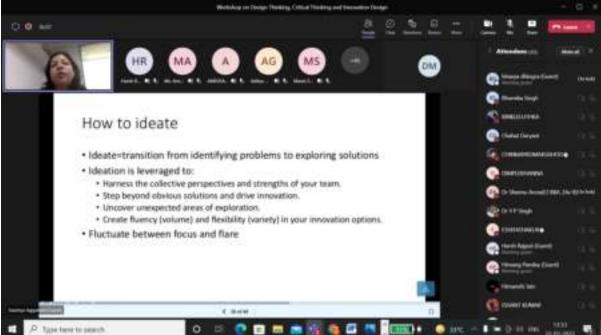


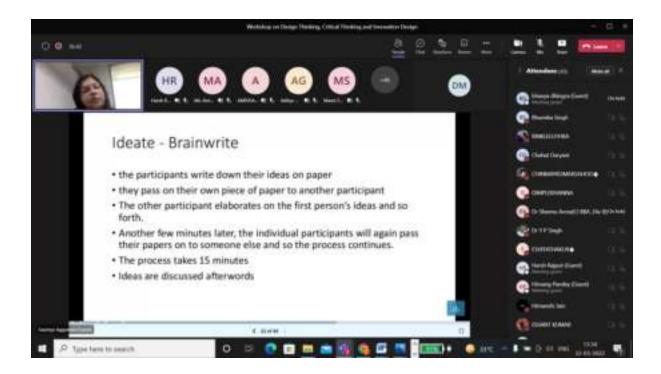


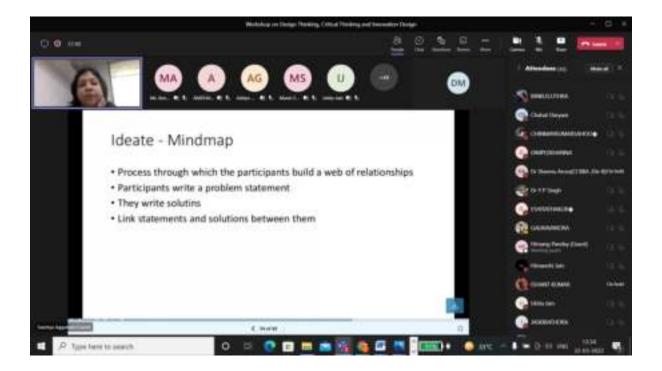
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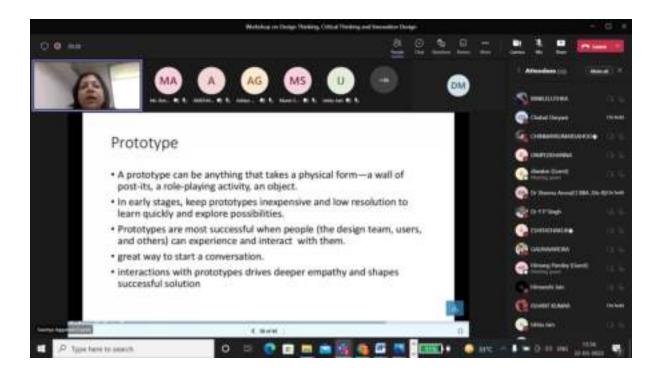


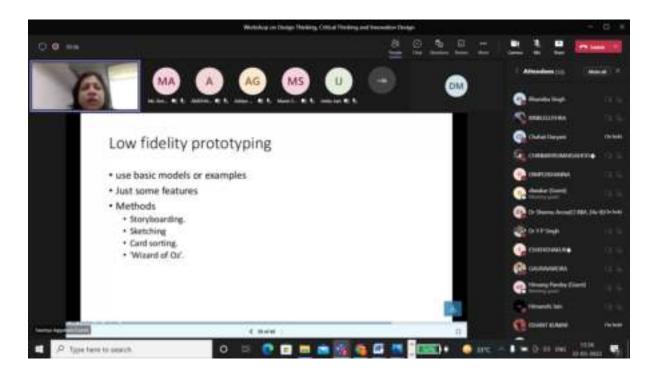


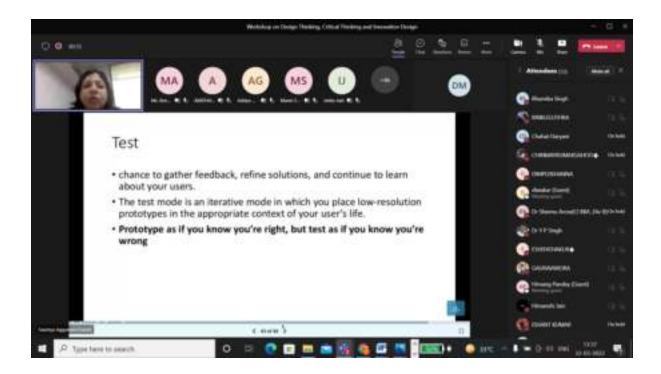


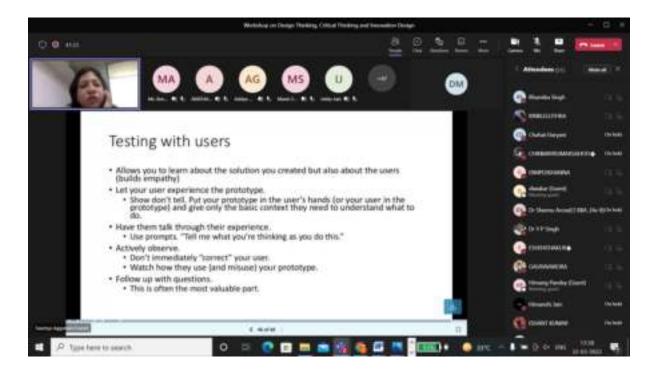


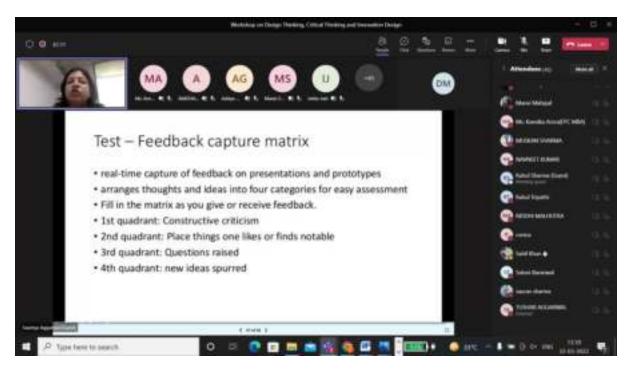


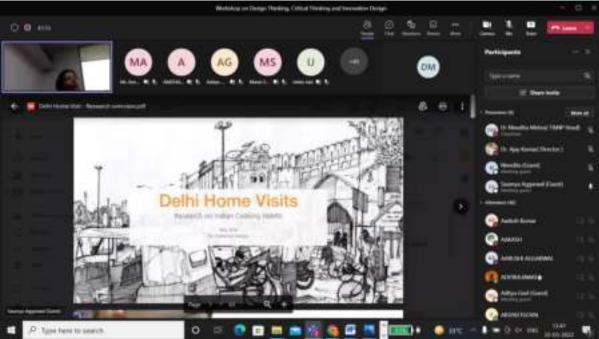


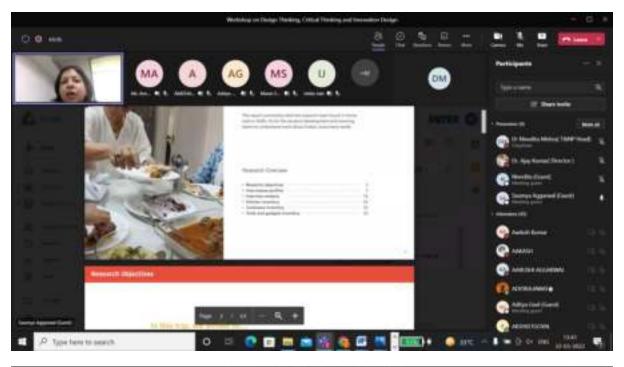




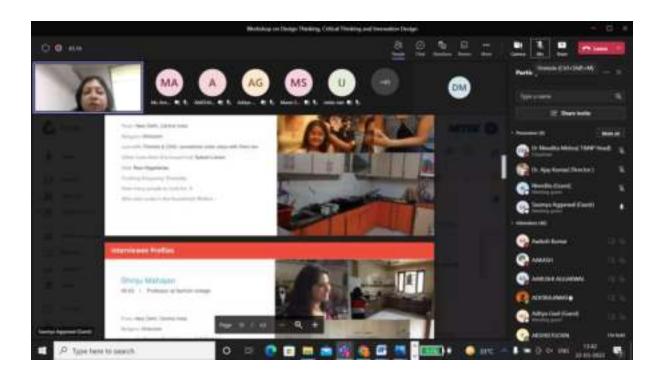


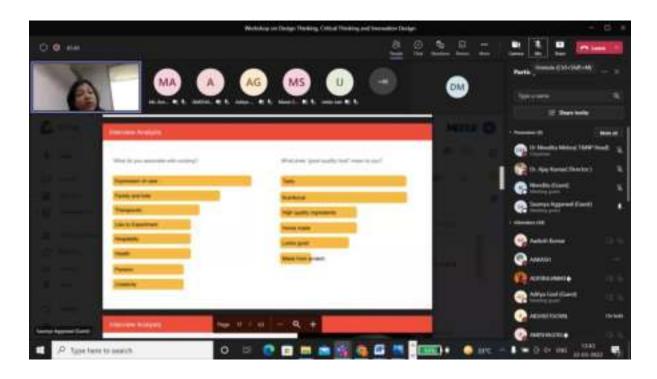


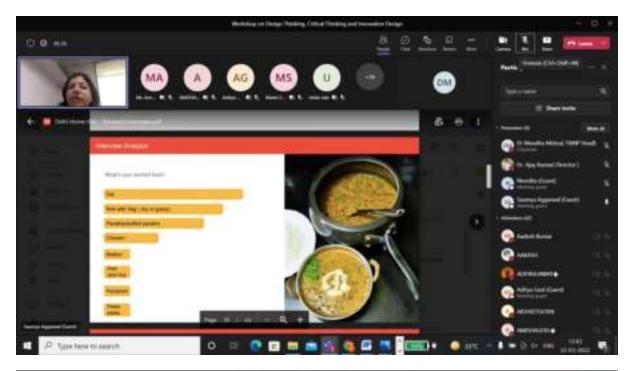


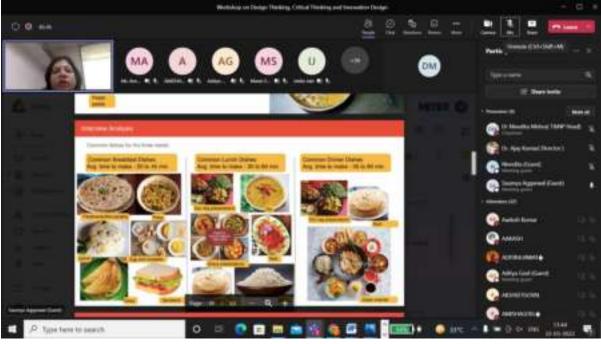


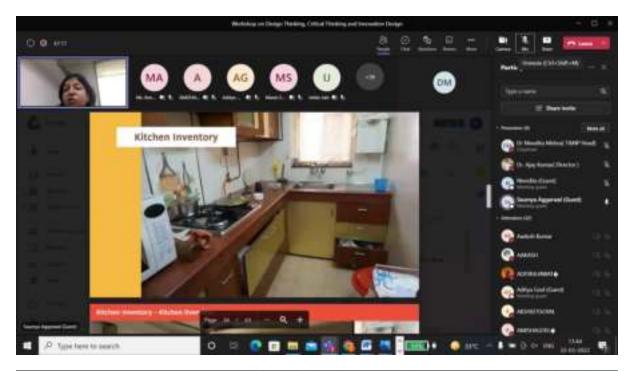




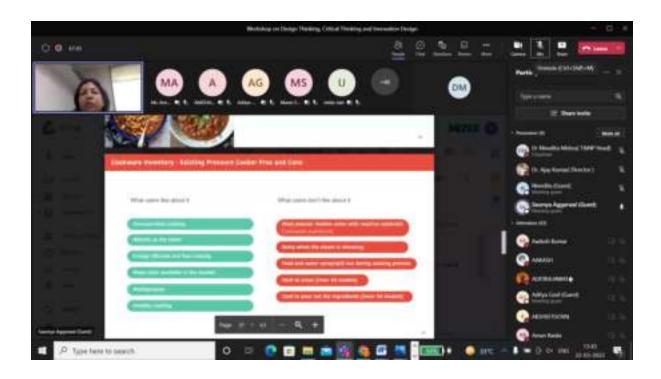




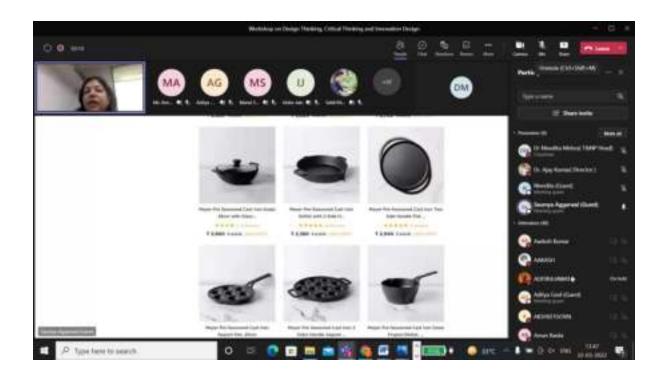












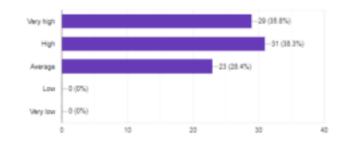


Feedback:

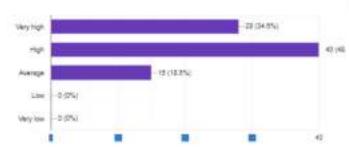
Feedback of the Webnur , rate your satisfaction level for the relevancy of the webnur 41 responses



ack of the Webinar , rate your satisfaction level for the objective of the webinar

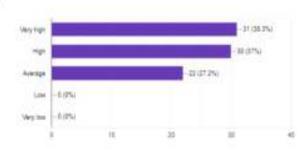


Feedback of the Webiner , rate your satisfaction level for the content of the webinar 81 resonance



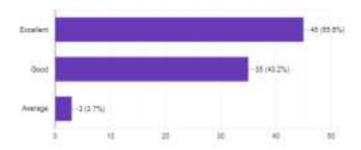
Feedback of the Webinar , rate your satisfaction level for the delivery by the speaker in the webinar

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Overall feedback

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List of Beneficiaries:

SI.No	Name	Attended as	Program	Overall feedback
1	Keenika Arora	Faculty	BBA	Excellent
2	Kanika Jain	Student	BBA	Excellent
3	Shimpy Goyal	Faculty	BCA	Good
4	Divya sharma	Student	BBA	Good
5	Tarang Chopra	Student	BA(JMC)	Excellent
6	Divyanshu Mishra	Student	BA(JMC)	Excellent
7	PIYUSH MAKHIJA	Student	BA(JMC)	Good
8	Naman Chawla	Student	BA(JMC)	Good
9	Lakshya Sharma	Student	BA(JMC)	Good
10	Devang sabharwal	Student	BA(JMC)	Excellent
11	Shreya Das	Student	BA(JMC)	Good
12	Shruti jain	Student	BA(JMC)	Excellent
13	Khushi Mahajan	Student	BA(JMC)	Excellent
14	Anamika	Student	BA(JMC)	Good
15	SABIYA BASHEER	Student	BA(JMC)	Excellent
16	Yashika Sharma	Student	BA(JMC)	Average
17	Yash sah	Student	BA(JMC)	Excellent
18	Ashutoshbisht	Student	BA(JMC)	Good
19	Anisha Yadav	Student	BA(JMC)	Excellent
20	Himanshi arora	Student	BA(JMC)	Excellent
21	Shubham Kumar	Student	BBA	Excellent, Good
22	Vansh kalra	Student	BA(JMC)	Excellent
23	Sheetal Tiwari	Student	BA(JMC)	Excellent
24	Sanya Oberoi	Student	BA(JMC)	Excellent
25	Saurav Sharma	Student	BA(JMC)	Good
26	Nidhi	Student	BA(JMC)	Excellent
27	Riya sharma	Student	BA(JMC)	Excellent
28	Freya Uppal	Student	BA(JMC)	Excellent
29	Riya Gupta	Student	BA(JMC)	Excellent
30	Bhavya	Student	BA(JMC)	Excellent
31	Rahul Sharma	Student	BA(JMC)	Good
32	Riddhi	Student	BA(JMC)	Excellent
33	Naman Vij	Student	BBA	Excellent
34	Anamika	Student	BA(JMC)	Excellent
35	Alaksa Assis	Student	BA(JMC)	Good
36	Abhijeet Puri	Student	BA(JMC)	Excellent
37	Manisha chauhan	Student	BA(JMC)	Good
38	Tanya	Student	BA(JMC)	Good
39	Imrana Naz	Student	BA(JMC)	Good
40	Kartio Bisht	Student	BBA	Good
41	Ojus puri	Student	BA(JMC)	Good
42	Tisha mehta	Student	BA(JMC)	Excellent

81	Heena Lal	Faculty	MBA	Excellent
80	Dr. Nivedita	Faculty	MBA, BBA, BA(JMC), BCA	Excellent
79	Rahul Tripathi	Faculty	MBA	Excellent
78	Ronak	Student	BBA	Good
77	Lakshay khandelwal	Student	BBA	Good
76	Kanushi Taneja	Student	BBA	Excellent
75	Kajal jha	Student	BBA	Good
74	Chahat Daryani	Student	BCA	Average
73	Navneet kumar	Student	BA(JMC)	Excellent
72	Diwas	Student	BBA	Good
71	Justin Abraham	Student	BBA	Good
70	Ira Sharma	Student	BA(JMC)	Excellent
69	Arushi	Student	BA(JMC)	Good
68	Rishav Ranjan	Student	BBA	Excellent
67	Tisha Chawla	Student	BBA	Excellent
66	Tavish Bhandari	Student	BBA	Good
65	Amit Kumar	Student	BA(JMC)	Excellent
64	Astha sharma	Student	BBA	Excellent
63	Ananya Karan Srivastava	Student	BA(JMC)	Good
62	Sanjini Layek	Student	BBA	Good
61	Ritish Sawal	Student	BBA	Excellent
60	Aman Anil Tyagi	Student	BBA	Excellent, Average
59	Kavya Kukreja	Student	BBA	Good
58	Mayank Arora	Faculty	BA(JMC)	Excellent
57	Anshika kher	Student	BBA	Good
56	Aastha	Student	BA(JMC)	Good
55	Sneha	Student	BBA	Good
54	Ayush Garg	Student	BBA	Excellent
53	Yash	Student	BBA	Excellent
52	Tushar Aggarwal	Student	BA(JMC)	Excellent
51	Tanush	Student	BBA	Good
50	Aman Gupta	Student	BBA	Excellent
49	Varnika Sharma	Student	BA(JMC)	Excellent
48	Ronica	Student	BA(JMC)	Good
47	Fiza Dua	Student	BA(JMC)	Excellent
46	ishika tayal	Student	BA(JMC)	Good
45	Ishpreet Singh	Student Student	BA(JMC)	Good
44	Anushka		BA(JMC)	Excellent



Director
Cooke Institute of Advanced Studie:
(Alfitiated to GGSIP University Delhi)
Medhuban Chowk, Rehini, Beini-85