

ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)
and
INSTITUTION'S INNOVATION COUNCIL (IIC)

Presents

A One Day Orientation Workshop on

“Innovation and Design Thinking”

On 28th August, 2023

Workshop Report



Time: 10.00AM

Venue: Auditorium, AIET

Chief Guest: Mr. Johnson Tellis
CEO, InUnity LLP, Mangaluru

President: Dr. Peter Fernandes
Principal, AIET, Moodbidri

Dr. Sudheer Shetty
Prof. & Head, ISE
EDC Coordinator

Dr. Dattathreya
Dean (Planning)
IIC President

The Entrepreneurship Development Cell (EDC), Alva's Institute of Engineering & Technology, Moodbidri in association with Institution's Innovation Council (IIC) conducted a One-day workshop on "Innovation and Design Thinking" on 28th August 2023.

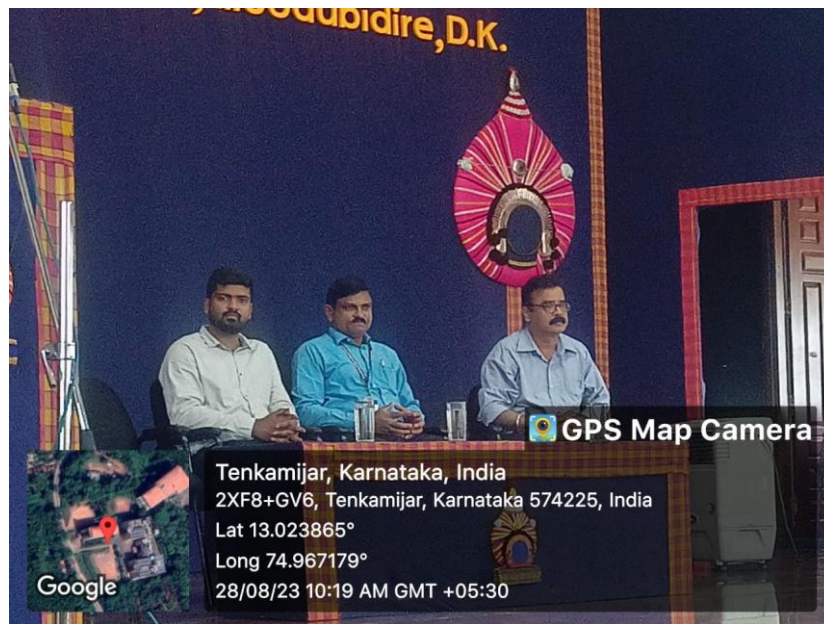
The objective of the workshop is to expose to students to design thinking process, provide them practical experience and help them come up with solutions using paper prototyping approaches for a specific design challenge. It is a great way to create an interdisciplinary collaboration. It creates a space for the productive sharing of ideas and the building of innovative solutions. It involves steps of creative and collaborative exercises that help a group of people to align on certain pain points to come up with testable solutions and can be applied to all phases of designing a product.



The Resource person was Mr. Johnson Tellis, the CEO of InUnilty LLP, Mangaluru is a leader committed to developing a ground breaking blueprint for higher educational institutions, evolving them into vibrant hubs of community advancement. Mr. Tellis is also the Co-founder of InUnity LLP, through which he envisions to empower the youth with an entrepreneurial mind-set and nurturing competencies that are driven by empathy and compassion to build products that will impact the lives of the next billion that dwell in tier-2 and tier-3 cities. He is the driving factor behind the incubation of an impressive portfolio of 22 student-led start-ups. These ventures, nurtured under his guidance, have secured upwards of 2.6 crore in seed funding, signifying his impactful influence. He holds a distinguished role as an Advisory Panel member of KDEM (Karnataka Digital Economy Mission), where he is working towards establishing a Fin Tech ecosystem in the coastal belt.



Mr. Tellis is a Task Force Member at GAME (Global Alliance for Mass Entrepreneurship) where his endeavours are firmly rooted in propelling youth entrepreneurship to new heights. Beyond his inspiring professional roles, he dons the hat of an articulate public speaker, an avid writer, and a discerning blogger. For over a decade, he has adeptly mentored students along their entrepreneurial odysseys, leaving an indelible mark on their journey to success.



He continuously striving towards up skilling and aligning the visions of the youth towards inclusive innovation to improve the lifestyle of individuals. Apart from mentoring aspiring entrepreneurs, He also involved in Strategic Planning and Organisational Structuring to visualise how best to move forward to achieve the desired goals of the company. His endeavours, through SHINE Foundation, are strongly linked to creating a support system for establishing and growing start-ups that use entrepreneurship and innovation as a tool for creating significant social impact, alongside creating tremendous financial value and livelihood opportunities. He is an avid writer and shares his articles on media and blog pages. He envisions a nation that is driven by youth leaders and a society in which the youth actively participate in solving problems of the community.

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The workshop began at 9.30AM with a welcome address from Dr. Sudheer Shetty, Prof. & Head, Dept. of ISE & the EDC Coordinator, who also gave an overview of the workshop's preamble and objectives. He extended a warm welcome to each dignitary who attended the program.



Chief Guest Mr. Johnson Tellis emphasized the students' creativity and design-thinking abilities as well as the growth and expansion of start-up companies that use entrepreneurship and innovation to make significant social contributions in addition to generating enormous financial value. Following that, the principal, Dr. Peter Fernandes, in his presidential address outlined the importance of the workshop and its benefits for us. He talked about how people should improve their capacity for observation in order to distinguish themselves from the crowd.

The workshop proceeded according to the following schedule.

Timings	Session and Description	Audience & Venue I	Audience & Venue II
10.00 AM to 11.30 AM	Introduction to Design thinking by Mr. Johnson Tellis, CEO, InUnity LLP, Mangaluru	All IV Semester Students @ Auditorium	
11.30 AM to 12.00 PM	Demo by Buildathon Team		
12.00 PM to 2.00 PM	Design Challenge, Demo Presentation of the product and Feedback	IV CSE 'A' IV ECE 'A' IV Civil @ Auditorium	IV AIML IV ISE @ MBA Seminar Hall
2.30 PM to 4.30 PM	Design Challenge, Demo Presentation of the product and Feedback	IV CSE 'C' IV ECE 'B' IV Agri @ Auditorium	IV CSE 'B' IV CSD IV ME @ MBA Seminar Hall

The Design Thinking introduction began at 10:00 AM. All of AIET's IV semester engineering students were there as the session started. Mr. Johnson Tellis spoke about design thinking and the need of cooperation between users and designers. He explained how the human-centered design process' five essential phases—empathize, define, ideate, prototype, and test—bring innovative solutions to life based on how actual users think, feel and behave.

He continued that empathy is the first step in design thinking since it is a skill that allows us to understand and experience the same feelings as others. He talked on the qualities needed to be an entrepreneur as well as his own experiences.

He discussed how to be creative and stressed the value of punctuality in daily life. He also talked about how important smart work is. Due to its consideration of the optimum approach, smart work is more effective. Hard work frequently uses inferior resources, which makes it less effective. Because smart work makes the best use of resources, it is more productive.

Hard work is often done without considering the consequences. He stressed to the students the value of confidence. We feel more prepared for life's experiences when we are confident. Confident people are more inclined to move forward with us and not shy away from chances. And if something initially doesn't work out, confidence encourages us to try again. We might never step beyond of our comfort zone and realize our full potential if we lack confidence. We can be the best versions of ourselves if we have a healthy amount of confidence. A belief in our capacity for success, confidence motivates us to take action.





At 11.30 AM, the second session—the Buildathon Team's Demo—began. The team discussed the value of design thinking and the steps involved in design thinking throughout that session. Design Thinking fosters creativity and aids in the generation of original ideas by supporting experimentation and encouraging a wide range of viable solutions. Design Thinking helps people and organizations develop novel and unique solutions to challenging problems by encouraging creative thinking.

There are five stages to the iterative, non-linear process of design thinking. Empathize, define, ideate, prototype, and test, in that order. The students received some direction from them on how to adhere to the design thinking process.

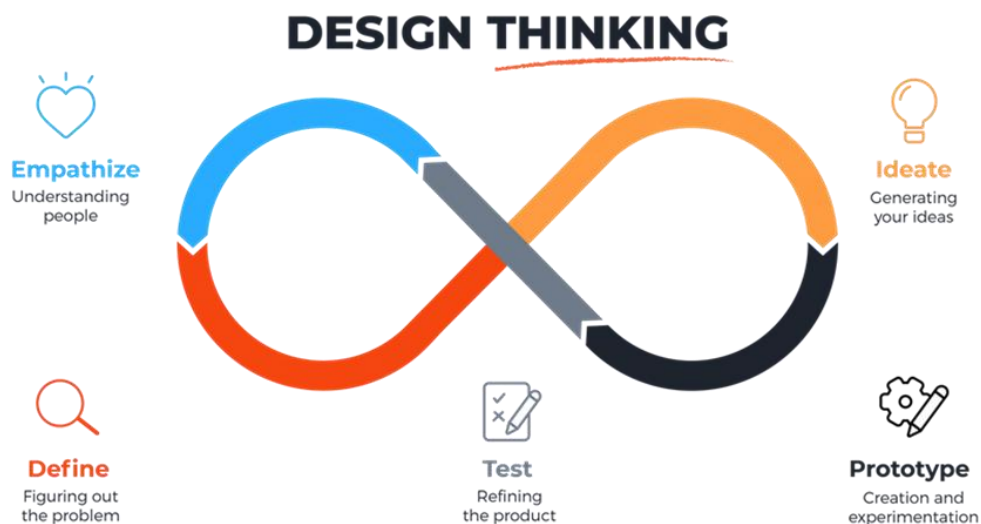
Stage 1: Empathize—Research Your Users' Needs

Stage 2: Define—State Your Users' Needs and Problems

Stage 3: Ideate—Challenge Assumptions and Create Ideas

Stage 4: Prototype—Start to Create Solutions

Stage 5: Test—Try Your Solutions Out





In the third session, which was a practical one, groups of six students were formed and given the "Consumer Requirement of Super Market" design task. The program facilitators for the workshop were Ms. Roopalakshmi, Mr. Chethan and Mr. Aravind from InUnity LLP. Mr. Tejas Kamath was the event coordinator and Ms. Sushma was the markerspace assistant.

Students began to use the design thinking steps based on the topic.

The Stage 1 Empathize—Research Your Users' Needs

The first step in understanding user needs, behaviors, and attitudes is the process of using design thinking to guide the creation of new goods and services. Each group chose one student to represent the client and sent them to the other group to receive the customer's requirements. The group gathered data based on client demands.



Stage 2: Define—State Your Users' Needs and Problems

The students were instructed to compile the information they obtained during the Empathize step for the second stage, which is to state the consumer problems. The primary issues that the student team had discovered were defined by the students after they synthesized and analyzed their observations. The resource persons gave the students instructions on how to find the solutions to the problems.



Stage 3: Ideate—Challenge Assumptions and Create Ideas

The third stage saw the students prepared to come up with ideas. The strong foundation of information from the first two phases encouraged students to think creatively, seek out alternate perspectives on the issue, and identify innovative approaches to the challenge. Here, the individual student brainstorming was quite helpful.

Stage 4: Prototype—Start to Create Solutions

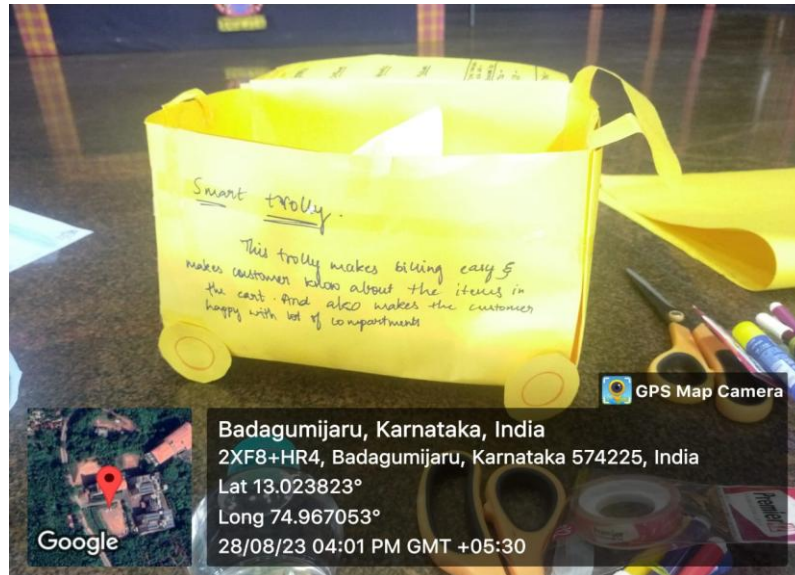
A time of experimentation is the fourth step. Here, the goal is for students to choose the best answer to each problem. To test the concepts they came up with, the student team should create several low-cost, scaled-down replicas of the product (or certain features present within the product). The paper prototype was prepared by the student teams.



Stage 5: Test—Try Your Solutions Out

The problem solution and paper prototype are presented at the fifth stage. The prototypes were thoroughly tested by evaluators. The paper prototype created by the student were exhibited for review. Despite the fact that this is the last stage, the input from the others was taken into account, and they were told to take into account feedback from earlier stages to make further iterations, modifications, and refinements — to find or rule out alternative ideas.





After the workshop, the students realized that design thinking stages are not sequential steps but rather various modes that contribute to the total design project. Students studied the design thinking concepts that allowed them to use their greatest creativity to create products that solve problems and how the design thinking approach helps to create creative and interesting solutions. The Design Thinking session improved students' capacity to explore and incorporate features that customers love to use, providing their business a competitive edge.

Dr. Sudheer Shetty, the EDC Coordinator for AIET, proposed vote of thanks and gave the Chief Guest and each resource person a memento to mark the end of the session.



Outcomes of the Workshop

- ✓ Workshop on innovation and design thinking is an approach to foster interdisciplinary cooperation since it provides a forum for the productive exchange of ideas and the building of creative solutions.
- ✓ Placed a focus on overcoming preconception and focused on solutions.
- ✓ Discussions about what will or won't work are challenged, lowering the likelihood that the practice will be repeated.
- ✓ The workshop was really interesting, and the fun sessions that brought the teams from other practices together and gave everyone a fair chance to comprehend the issue and cooperate to achieve a common objective.
- ✓ The workshop's concepts of design thinking helped everyone reach their full creative potential by helping them approach the challenge from a designer's point of view.



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- ✓ The teams were able to work together and co-create more effectively while also gaining a greater regard for and knowledge of one another's skill sets.
- ✓ Design thinking workshop developed creativity and helped to produce unique ideas by encouraging a wide variety of potential solutions and embracing experimentation.
- ✓ The design thinking workshop promoted a wide range of potential solutions and welcomed experimentation, which helped to foster creativity and unique ideas.

EDC Coordinator
(Dr. Sudheer Shetty)

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