



**INSTITUTION INNOVATION COUNCIL (IIC) – AVIT &
GANESAN INCUBATION AND ENTREPRENEURSHIP CENTRE (GIEC)**

organizes

| | | | |
|---|---|-------------------------|-----------------------|
| Event Title | Workshop on “Innovation Through Design Thinking” | | |
| Academic year | 2021 - 22 | Quarter | I |
| Program Type (Workshop / Motivation speech / Field Visit / Competition / Others) | Workshop | | |
| Program Theme (IPR / R&D and Innovation / Start-up / Entrepreneurship / Design Thinking / Incubation & Pre - Incubation / others) | Design Thinking | | |
| Start date & End Date (DD/MM/YYYY) | 30/11/2021 | 30/11/2021 | |
| Duration of the activity (in Mins) & Start Time & End Time | Duration: 135 Mins | Start Time: 10:00 AM | End Time: 12:15 PM |
| Participants | Students: 62 | Faculty: Nil | External: Nil |
| Expenditure in Rupees | -Nil- | | |
| Mode of session (online / offline) | Offline | | |
| Promotional link in Social Media (Facebook / Twitter / Instagram) | https://www.facebook.com/page/2046897638869726/search/?q=design%20thinking | | |
| Session Recording link (YouTube / Stream / MS Teams / Zoom) | NA | | |
| Event Organizer / Coordinator Faculty Name / Department / Designation | Mr. Praveen R, President – IIC, AVIT | | |
| Target Participants | III & IV Year students of Engineering and Technology | | |
| Outcome | The students learnt about the Innovation Methodology & skill tools. How to think innovatively. | | |

EVENT BROCHURE



AVIT
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY



**VINAYAKA MISSION'S
RESEARCH FOUNDATION**
(Deemed to be University under section 3 of the UGC Act 1956)



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**Institution Innovation Council (IIC) - AVIT &
Ganesan Incubation and Entrepreneurship Centre (GIEC)**



WEBINAR ON INNOVATION THROUGH DESIGN THINKING

Date : 30.11.2021 (Tuesday) Time : 10:00 AM to 12:15 PM

Venue : Digital Classroom - Civil Engineering



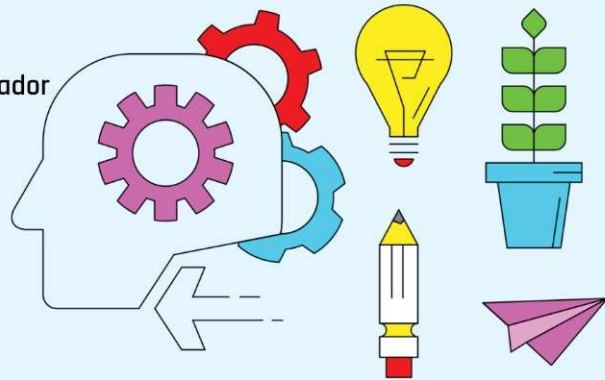
Resource Person

Ms. Pa. Surya

IIC - Innovation Ambassador
Design Thinking

Dr. G. Selvakumar, Principal, AVIT

Mr. R. Praveen, President - IIC / AVIT



For Admission Contact @ +91 87545 52018, +91 97894 81724, +91 87545 41024

Institution Innovation Council (IIC) - AVIT & Department of Civil Engineering organized Webinar on "Design Thinking" for II, III and IV year UG students on 30th November 2021 in Digital Classroom – Civil Engineering.

The resource person, Pa.Suriya, Assistant Professor - II gave an introduction about Design Thinking. She also presented about the Innovation ideas and how to develop the product/Process in effective manner. The event was concluded with a questionnaire and feedback session among the participants Mr. Praveen R, President – IIC – AVIT delivered the vote of thanks.

Ideation

- ▶ Prototyping
 - Does not have to be complex or expensive
 - ▶ Must be physical
 - Intangibles can be taped
 - Visualizing helps review
 - ▶ True prototypes beg for improvement
 - A "finished" prototype isn't necessarily the best prototype
 - Used to identify strengths and weaknesses of an idea and direct the next prototype in the best possible direction
 - Test, re-prototype, test, re-prototype, test, re-prototype...

Design thinking in action

- ▶ Shimano – manufacturer of bicycle parts
 - Inspiration
 - ▶ Slowing growth in American markets
 - Discuss with consumers – human-centered exploration
 - Discovered growing intimidation of complex marketplace
 - Ideation
 - ▶ Developed "coasting"
 - Simplistic bikes
 - Marketing strategy that welcomed novice bikers
 - Branding
 - Implementation
 - ▶ 3 manufactures on board
 - ▶ Retailers on board
 - ▶ Website developed to get the word out

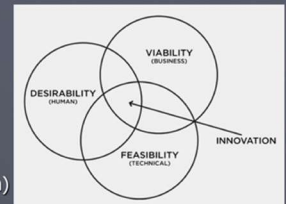
Question

Which of these is NOT one of the spaces of design thinking?

- A. Ideation
- B. Inspiration
- C. Interpretation
- D. Implementation

Design principle

- ▶ Phases:
 - 0) Understand/observe
 - 1) Visualize/Realize
 - 2) Evaluating/Refining
 - 3) Implement (detailed engineering)
 - 4) Implement (manufacturing liason)



Slides of Webinar Content





AVIT, OMR Kanchipuram, Tamil Nadu...



Longitude Latitude

80.179° E 12.657° N

Tuesday, 30, Nov, 2021

31° C

10:17 AM



AVIT, OMR Kanchipuram, Tamil Nadu...



Longitude Latitude

80.179° E 12.657° N

Tuesday, 30, Nov, 2021

31° C

10:19 AM



EVENT GALLERY

There were around 63 student participants across all the departments who were vibrantly interacting with the speaker during the session. Finally, the workshop ended up with a formal “Vote of Thanks” by Mrs. V. Subapriya/IIC-Convener.

List of Participants

| S.No | Name of the Participant | Year | Department |
|-------------|--------------------------------|-------------|--------------------------------------|
| 1 | Divyendu Kumar | II year | Artificial intelligence data science |
| 2 | S.Nithiesh sharma | III year | Bio Medical Engineering |
| 3 | G NANDHA KUMAR | III year | Bio Medical Engineering |
| 4 | SRIRAM M | III year | Bio Medical Engineering |
| 5 | S.Sarath kumar | III year | Bio Medical Engineering |
| 6 | Saravanan | III year | Bio Medical Engineering |
| 7 | Sakthi | III year | Bio Medical Engineering |
| 8 | MD SALAM | III year | Bio Medical Engineering |
| 9 | Md Ashfaque | III year | Bio Medical Engineering |
| 10 | Sameer akhtar | III year | Bio Medical Engineering |
| 11 | Sajan Kumar | III year | Bio Medical Engineering |
| 12 | mohana.s | III year | Bio Medical Engineering |
| 13 | Jeeva R | III year | Bio Medical Engineering |
| 14 | M ARIF MOHAMMED | III year | Bio Medical Engineering |
| 15 | Ashok A | III year | Bio Medical Engineering |
| 16 | S.RAMZANO | III year | Bio Medical Engineering |
| 17 | ARUN KUMAR M | IV year | Bio Medical Engineering |
| 18 | Rajesh.N | III year | Bio Technology |
| 20 | Saurabh Pandey | III year | Computer Science Engineering |
| 22 | Ankit Thapa | III year | Computer Science Engineering |
| 23 | Kumar Ankit | III year | Computer Science Engineering |
| 25 | Ashish Raj | III year | Computer Science Engineering |
| 26 | RAHAMATHUNISA S | III year | Computer Science Engineering |
| 27 | AMARJEET KUMAR | III year | Computer Science Engineering |
| 28 | Akash Raj | III year | Computer Science Engineering |
| 29 | Rohan Kumar | III year | Computer Science Engineering |
| 30 | MANISH SINGH | III year | Computer Science Engineering |
| 31 | Abhishek Kumar Singh | III year | Computer Science Engineering |
| 32 | jagadeesh waran | III year | Computer Science Engineering |
| 33 | Dinesh.k | III year | Computer Science Engineering |
| 34 | Anish Kumar | III year | Computer Science Engineering |
| 35 | Sudhanshu kumar singh | III year | Computer Science Engineering |
| 36 | Raushan Kumar | III year | Computer Science Engineering |

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|----|---------------------|----------|---|
| 37 | Ved prakash Raj | III year | Computer Science Engineering |
| 38 | Himanshu kumar | III year | Computer Science Engineering |
| 39 | SHAMIM ALAM | III year | Computer Science Engineering |
| 40 | Kri Muskan | III year | Computer Science Engineering |
| 41 | Gulshan kumar | III year | Computer Science Engineering |
| 42 | Shubham Kumar | III year | Computer Science Engineering |
| 43 | Abhishek Dutta | III year | Computer Science Engineering |
| 44 | Mano | III year | Computer Science Engineering |
| 45 | MOHD AMIR | III year | Computer Science Engineering |
| 46 | ADITY RAJ | III year | Computer Science Engineering |
| 47 | A.Merlin stewart | III year | Computer Science Engineering |
| 48 | Ramesh kumar | III year | Computer Science Engineering |
| 49 | Faiyaj Ansari | III year | Computer Science Engineering |
| 50 | Alok shree | IV year | Computer Science Engineering |
| 51 | zahid muneer | III year | Electrical and Electronics Engineering |
| 52 | Raman kumar | III year | Electrical and Electronics Engineering |
| 53 | Suraj kumar | III year | Electrical and Electronics Engineering |
| 54 | Ajit Kumar Yadav | III year | Electrical and Electronics Engineering |
| 55 | Karthikeyan.D | III year | Electrical and Electronics Engineering |
| 56 | Amruth Revanth | IV year | Electrical and Electronics Engineering |
| 57 | Vinith G | III year | Electronics & Communication Engineering |
| 58 | SONU KUMAR | III year | Electronics & Communication Engineering |
| 59 | SONU KUMAR SINGH | III year | Electronics & Communication Engineering |
| 60 | Anil Kumar | III year | Electronics & Communication Engineering |
| 61 | VIKASH kumar | III year | Electronics & Communication Engineering |
| 62 | KOMMERA VINAY KUMAR | IV year | Electronics & Communication Engineering |
| 63 | sham ganesh s | IV year | Electronics & Communication Engineering |
| 64 | P MANIVANNAN | IV year | Electronics & Communication Engineering |
| 65 | Lakshmi Narayanan | IV year | Electronics & Communication Engineering |
| 66 | MD ABDULLAH KHAN | III year | Mechanical Engineering |
| 67 | GOBIND MAURYA | III year | Mechanical Engineering |
| 68 | Brajesh Kumar | III year | Mechanical Engineering |
| 69 | Rahul | III year | Mechanical Engineering |
| 70 | ABHAY VERMA | III year | Mechanical Engineering |
| 71 | Rahul Kumar | III year | Mechanical Engineering |
| 72 | Nadeem alam | III year | Mechanical Engineering |

| | | | |
|-----|--------------------|----------|------------------------|
| 73 | Ajay kumar | III year | Mechanical Engineering |
| 74 | Naushad Alam | III year | Mechanical Engineering |
| 75 | M.Rakesh | III year | Mechanical Engineering |
| 76 | Brajesh kumar | III year | Mechanical Engineering |
| 77 | Rakesh Kumar | III year | Mechanical Engineering |
| 78 | Amit Kumar | III year | Mechanical Engineering |
| 79 | Subu | III year | Mechanical Engineering |
| 80 | Abhinandh Lal | III year | Mechanical Engineering |
| 81 | Akhil Krishna B | IV year | Mechanical Engineering |
| 82 | GAUTHAM SREEDHAR P | IV year | Mechanical Engineering |
| 83 | Bharath Chandran | IV year | Mechanical Engineering |
| 84 | AMAL P RAJESH | IV year | Mechanical Engineering |
| 85 | RAHUL SENTHAN. P | IV year | Mechanical Engineering |
| 86 | RAHUL GOPI | IV year | Mechanical Engineering |
| 87 | JINU SAJI | IV year | Mechanical Engineering |
| 88 | AKSHAY B ERATT | IV year | Mechanical Engineering |
| 89 | prajith sreekumar | IV year | Mechanical Engineering |
| 90 | ABHISHEK SHAJI | IV year | Mechanical Engineering |
| 91 | MUHAMMED AZAD C A | IV year | Mechanical Engineering |
| 92 | Shuhaib vkp | IV year | Mechanical Engineering |
| 93 | Adith Salim | IV year | Mechanical Engineering |
| 94 | SOORAJ S L | IV year | Mechanical Engineering |
| 95 | Mahesh p | IV year | Mechanical Engineering |
| 96 | Sachin j george | IV year | Mechanical Engineering |
| 97 | AKHIL V SUKU | IV year | Mechanical Engineering |
| 98 | Harikrishnan A | IV year | Mechanical Engineering |
| 99 | SREERAG M V | IV year | Mechanical Engineering |
| 100 | M.karthik | IV year | Mechanical Engineering |
| 101 | M.K.MANOBALA | II year | Mechatronics |