

**VINAYAKA MISSIONS RESEARCH FOUNDATION  
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY  
DEPARTMENT OF MANAGEMENT**

**WEBINAR  
QUICK START TO “DESIGN THINKING” FOR ENTERPRISE  
INNOVATION  
Academic Year 2021 - 2022**

The Department of Management and organized webinar on Quick Start to Design Thinking for Enterprise Innovation on 10<sup>th</sup> JANUARY 2022. Both I Year MBA students and II Year MBA students participated in the webinar. The webinar was conducted through Microsoft Teams. The resource person was Mr. Chandrasekar Pandyan, Management Consultant – KM, Innovation & Biz Evangelist, Minespree. Around 50 MBA students participated and gained knowledge regarding Design Thinking need for Enterprise Innovation Prespective.

**DEPARTMENT OF MANAGEMENT  
(DoM)**  
**WEBINAR ON  
QUICK START TO “DESIGN THINKING” FOR  
ENTERPRISE INNOVATION**

Resource Person:  
**Mr. ChandraSekar Pandyan**  
Management Consultant - KM,  
Innovation & Biz Evangelist,  
Minespree.

**Date: 10th Jan, '22    Timing: 11.00am    Mode: Online**

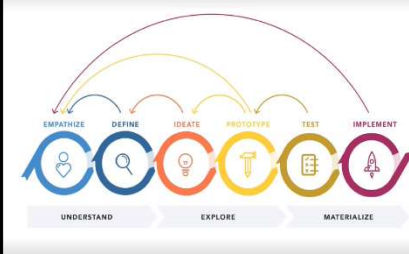
**AVIT**        

**DESIGN THINKING**  
A FRAMEWORK FOR INNOVATION




The diagram shows a circular flow of five stages: EMPATHIZE (blue), DEFINE (green), IDEATE (yellow), TEST (orange), and PROTOTYPE (red). Each stage has a brief description: EMPATHIZE (Innovation should be human-centered), DEFINE (Innovation should solve a problem), IDEATE (Innovation is born from a crash of ideas), TEST (Innovation should be refined), and PROTOTYPE (Innovation should be brought to life). The flow is labeled with CONTEXT on the left and FORM on the right.

Participants: BS, DJ, S, R, NG, D, S, HH, D, BW, SV, +38



The diagram shows a linear process with six stages: EMPATHIZE, DEFINE, IDEATE, PROTOTYPE, TEST, and IMPLEMENT. Each stage is represented by a colored circle with an icon. Below the stages are three boxes: UNDERSTAND, EXPLORE, and MATERIALIZE. Arrows connect the stages in a sequence, with a large curved arrow at the top.

Participants: BS, DJ, S, R, NG, D, S, HH, D, BW, SV, +38



**Minespree**  
engage ⇌ explore ⇌ evolve

Design thinking is the glue between all disciplines.

Design thinking is a human centered and collaborative approach to problem solving, using a designed mindset to solve complex problems.

Participants: BS, DJ, S, R, NG, D, S, HH, D, BW, SV, +38