Department: CSE | Date: 20ᵗʰ to 25ᵗʰJanuary, 2020

A One WeekFaculty Development Programme on
"Design Thinking"
(Sponsored by JNTUA, Ananthapuramu under
The Directorate of Faculty Development & IQAC)

The Department of Computer Science and Engineering, Sree Vidyanikethan Engineering College organized a One Week Faculty Development Programme (FDP) from 20ᵗʰ to 25ᵗʰ January 2020 sponsored by JNTUA, Ananthapuramu under The Directorate of Faculty Development and IQAC.

The core idea of the programme was to enhance knowledge and capabilities among the participants in design thinking and make use of design thinking process as a tool to create innovative products. The programme is aimed at faculty and research scholars of all engineering disciplines. A total of 42 members attended the programme. Dr. BalachandarRamadurai, Professor NPTEL, Co-Founder TRIZ Innovation India, Adjunct Professor at Symbiosis Institute of Business Management, Pune was the chief guest and Dr. Shankar Venugopal, Vice President Mahindra & Mahindra, Head of Technology Innovation, Knowledge Management and Mahindra Technical Academy was the guest of honor for the inaugural function of the programme.

Dr. G. Sunitha, Professor &BoS Chairperson and Coordinator of the programme, Department of CSE, SVEC delivered welcome note and briefed about the sessions of the workshop. Dr. K. Delhi Babu, Professor & Dean (Placement and Training), Department of CSE, welcomed the participants and highlighted the importance of Design Thinking in product development.

20.01.2020 –On Day Oneforenoon session, Dr. BalachandarRamaduraiintroduced the design thinking process. During afternoon session, Dr. Shankar Venugopal discussed on the importance of Human centered design processcontinued with session by Dr. BalachandarRamadurai focusing on the Empathize phase of Design Thinking with active exercise for Customer Journey Mapping (CJM) and How Might We(HMW) scenarios.

21.01.2020 –On Day Two forenoon sessions, Dr.Shankar Venugopal focused on innovative design thinking through Combine, Rearrange, Enhance, Adapt, Turnaround, Eliminate (CREATE) tool. During afternoon sessions Dr. BalachandarRamadurai discussed the importance of ideation phase in design thinking process.

22.01.2020–On Day Three,Dr. Srinivasan Narayanan, Assistant Professor (Senior Grade),Department of Manufacturing Engineering,School of Mechanical Engineering,VIT University, Vellore,discussed about the product specification development and quality function deployment with some case study samples during the forenoon sessions. Dr. S. RenoldElsen, Associate Professor, Department of Design and Automation,School of Mechanical Engineering,VIT University, Vellore, focused his discussion on prototyping during the afternoon sessions.

23.01.2020 –On Day Four, Dr.Srinivasan Narayanan focused his discussion on Product design with design thinking perspective in the forenoon sessions. During afternoon sessions,Dr.RenoldElsen conducted hands-on session for the participants on prototyping and digital design tools such as TinkerCad, Figma and MarvelApp.

24.01.2020 – On Day Five, Mr.Vineesh U Sathianathan, Program Manager and Delivery Manager,Wipro Limited, Mysore, focused his discussion on Design for Servicesduring the forenoon sessions. During the afternoon sessions, Dr.Noor Mahammad SK,Assistant Professor (Senior Grade),Indian Institute of Information Technology,Design and Manufacturing (IIITDM) Kancheepuram, Chennai discussed about Kitch, Pasthise and Retro Information Evolution.

25.01.2020 – Finallyon Day Six, Mr.Vineesh U Sathianathan discussed about Design Innovation and Business with case studies in the first session followed with sessions by Dr.P.Chenna Reddy, Professor of CSE, JNTUA, Ananthapuramu discussed about the Design Thinking Curriculum Design. The faculty development programme concluded with the valedictory function in the honored presence of Dr. P. Chenna Reddy and Dr. K. G. Suma proposed a vote of thanks.

Outcomes of the Programme:

➢ The participants gained insights on user-centric approach through empathy, ideation, prototyping and testing in order to understand people's unarticulated needs and identify opportunities for solutions.

➢ The members of faculty acquired skills about the various aspects of design thinking process such as user-centric design, collective idea generation methods and practice in modern context.

Inaugural Function

Dr. Balachandar Ramadurai delivering session on Design Thinking Process

Dr.Shankar Venugopal delivering session on Innovative Design Thinking

Participants Creating Customer Journey Map during the session

Dr. Srinivasan Narayanan delivering session on Product Specification Development

Dr.RenoldElsen delivering session on Prototyping

Dr. Noor Mahammad SK delivering session on Kitch, Pasthise and Retro Information Evolution

Mr. Vineesh U Sathianathandelivering session on Design for Services

Dr. P. Chenna Reddy delivering session on Design Thinking Curriculum Design

Dr.P.Chenna Reddy distributing Certificates to Participants