



SADHU VASWANI MISSION'S
St. Mira's College For Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Reaccredited by NAAC- A Grade, cycle 3
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College Code:- 013

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CIRCULAR

On 11th December 2020 a Workshop titled Design Thinking, Critical Thinking and Innovation Design is to be organized by the Centre for Women Entrepreneurship (CWE) & Institution's Innovation Council (IIC) on 11th December 2020 Friday via. Online platform.

Dr. Rama Venkat
Coordinator



Dr. Gulshan H. Gidwani
Principal

St. Mira's College for Girls, Pune
(Autonomous-Affiliated to Savitribai Phule Pune University)
Centre for Women Entrepreneurship (CWE)
2020-2021

Design Thinking, Critical Thinking and Innovation Design on 11th
December 2020

The Centre for Women Entrepreneurship (CWE) and Institutions' Innovation Council (IIC), Ministry of HRD initiative, jointly organised a workshop on "Design Thinking, Critical Thinking and Innovation Design" on 11th December 2020 from 3 to 4.30 pm on Zoom. The resource person was Mr. Tejas Shyam, an award-winning educator and corporate consultant. The workshop was attended by TYBBA, TYBCOM, SYBBA students along with CWE members of TYBCA and member-faculty of CWE.

The Workshop focused on four main points namely "What is Design Thinking", "How is Design Thinking important to us?", "How to come up with distinct innovative ideas?" and "What are the different tools for refining ideas?"

At the beginning, Mr. Tejas discussed about how designs in the logos of different brands like Amazon, Jio, Tour de France etc reflect the products and the fact that every design has a thought behind it. Then the five steps of Design Thinking namely Empathy, Design, Ideation, Prototype and Test were discussed with different examples. It was explained how feedback plays a vital role in design thinking and feedback loops can be created for better results.

Mr Tejas also explained the concept of creativity which has 4 components namely originality, novelty, practicality and utility. He stressed on the point that many times practicality and utility components of creativity are neglected. He discussed the questions necessary to be asked before we ideate i.e. need, necessity, comfort, convenience, emotions and aspirations through examples. At the end of the session the speaker explained in detail the SCAMPER tool for ideation. SCAMPER stood for steps to Substitute, Combine, Adapt, Modify, put to use, Eliminate and Reverse. One of the SCAMPER tools namely Mind Maps which is a pictorial representation of ideas was explained to students. The workshop ended with a question and answer session.

Abhradita Chatterjee Nahvi

Event Coordinator



Principal Incharge
St. Mira's College for Girls

