



## **IIC Activity Report**

Quarter No	IIC 7.0 – Quarter III				
Thrust Area	Prototype, Design, Prod Services	cess Developme	ent for Business Model/ Process/		
Mandatory/Elective	Elective				
Social Media Link (Linked in/Facebook/Instagra m/Twitter)	https://www.linkedin.com	n/feed/update/urn	n:li:activity:7364240011375845378		
Video Link (Minimum Five Minutes Video)					
Program Driven by	Department Of Manage	ement Studies ,N	NHCE-IIC		
Type of Activity	IIC Self driven Activity	y			
Activity Name	Design Thinking - Wor	rkshop			
Program Type	Level -3 Workshop				
Program Theme	Innovation & Design T	hinking			
<b>Mode of Conduct</b>	Offline	Blended	Online		
Time	From: 10:00 am		To: 04:00 pm		
Dates	Starting: 28.05.2025		Ending: 29.05.2025		
Number of student Participants	58				
Number of Faculty Participants	4				
Number of External Participants	NIL				
Expenditure Amount ,If any	Rs.8000/-				
Remarks	Event organized and con-	ducted successful	ly		
Objective (100 words)	The purpose of a Design Thinking Workshop is to familiarize participants with				
	a user-centered method of addressing problems in innovative and effective ways.				
	It focuses on building empathy by enabling participants to recognize the needs				
	and difficulties of u	sers, while als	so stimulating creativity through idea		
	generation and brainst	orming. The wo	orkshop offers practical exposure to the		
	core phases of design th	ninking—empat	hize, define, ideate, prototype, and test. I		
	further strengthens co.	llaboration and	teamwork by involving participants in		
	group discussions and	activities. Thro	ough interactive tasks, learners practice		

working iteratively, improving their concepts with feedback, and developing workable solutions. In essence, the workshop prepares individuals with the right mindset, techniques, and approaches to apply design thinking in real-world problem-solving.

## Benefit in-terms of learning/skill/knowled ge obtained

A Design Thinking Workshop for 2<sup>nd</sup> Semester MBA students offered an enriching learning experience by introducing participants to a systematic, user-focused method of addressing challenges. On the knowledge front, it familiarizes them with the fundamental phases of design thinking—empathy, ideation, prototyping, and testing—along with their real-world applications. In terms of skill development, it nurtures creativity, analytical thinking, problem-definition, and the ability to prototype quickly. Participants also strengthen teamwork, communication, and collaborative skills by interacting with varied viewpoints during group exercises. The learning outcomes include building confidence to tackle complex issues in innovative ways, adopting an iterative mindset, and effectively applying design thinking tools to practical scenarios. Ultimately, the workshop fosters creative confidence, user-cantered perspectives, and the capacity to design workable, impactful solutions.

## Photograph 1&2







## Poster sample & Collage Photo



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Sample Certificate (If Any)	Nil			
Resource person	Mr. Ramani Venkat			
	NLP Coach Consultant and Mentor			

Sign. of Head: V. Sh Name of Head: V. Sh Dz. RoseKanitha

**Signature of IIC Coordinator** 

Signature of HOD **Dept. of Management Studies**