


WORKSHOP ON DESIGN THINKING

"Designing Excellence: A Workshop
in Creative Problem Solving"

About the Programme:

 The workshop emphasizes a customized approach to design thinking principles. It is tailored to address the unique challenges and opportunities faced by women in the business world, recognizing the importance of a human-centric approach to problem-solving. The primary objective of this workshop is to equip the participants with valuable practical skills. The workshop provides participants with strategic insights to enhance their entrepreneurial efforts. The human-centric approach of design thinking is highlighted, emphasizing the importance of understanding user needs and aligning solutions with distinct challenges. Practical skills relevant to entrepreneurship are a key focus. Participants can expect to gain insights into ideation, prototyping, and strategic thinking, equipping them with tangible skills for their entrepreneurial endeavors.

Workshop Overview:

 The Design Thinking Workshop promises a comprehensive and inclusive learning experience, catering to a diverse audience. By combining theoretical principles with hands-on activities, the workshop aims to empower participants with the skills and mindset necessary for success in entrepreneurship, with a particular focus on the unique perspectives of women in the business world.

Facilitators



Lata Suresh

Head - Knowledge Resource Center Founder-Lean Campus Startups



Umesh Rathod



Christine Glenn

Freelancer



Mamta Singh

Founder- WEICI

Who Should Attend:

- Women Entrepreneurs.
- Students Interested in Entrepreneurship:
- Professionals in Various Industries.
- Creatives and Innovators.
- Educators and Trainers
- Business Leaders and Managers.
- Innovation Enthusiasts.
- Individuals Considering Career Change.

By keeping the invitation open to anyone with an interest in design thinking, the organizers aim to create a diverse and dynamic learning environment where participants can benefit from the workshop. Hence the workshop is designed to be inclusive and open to a broad audience and **the workshop is not limited to the specific professional.**

Workshop Highlights:

- Engaging hands-on activities and interactive sessions.
- Real-world case studies and success stories.
- Networking opportunities with like-minded innovators.



IICA, MANESAR.
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Objectives:

The Design Thinking workshop aims to create a dynamic and supportive learning environment that empowers entrepreneurs especially the women entrepreneurs and students, fosters creativity and innovation, and equips them with practical skills for successful entrepreneurship, with a particular focus on the unique challenges and opportunities faced by entrepreneurs especially the women in the business world.

Hands-On and Immersive Experience:

The workshop aims to provide a practical, hands-on, and immersive experience for participants. This approach is designed to actively engage participants, ensuring they learn through direct involvement.

Fostering Creativity:

A key focus of the workshop is to foster creativity among participants. This involves encouraging a mindset that values and generates creative ideas.

Problem-Solving:

The workshop seeks to enhance problem-solving skills among participants by providing a structured and human-centric approach to problem-solving.

Addressing Unique Challenges and Opportunities for Women:

The program is specifically tailored to address the unique challenges and opportunities faced by women in the business world. Design thinking is positioned as a method that can be customized to tackle the distinct issues encountered by women entrepreneurs.

Empowering and Nurturing:

The workshop is dedicated to empowering and nurturing participants aspiring to enter the field. The goal is to provide them with the necessary skills and insights to excel in entrepreneurship.

Equipping with Practical Skills:

The primary objective is to equip participants with practical skills relevant to entrepreneurship with the integral components of design thinking.

Strategic Insights:

The workshop aims to provide participants with strategic insights that can enhance their entrepreneurial endeavors. This may involve understanding market needs, user preferences, and aligning business strategies with design thinking principles.

Innovation:

Innovation is a core objective, with the workshop aiming to inspire and equip participants to think innovatively.

Human-Centric Approach:

By empathizing with users, participants can identify unmet needs and develop products and solutions that are better aligned with user requirements.

Registration Fee

With Accommodation (Single Occupancy) & all meals - Rs.40000/- +GST per participant

With Accommodation (Double Occupancy) & all meals - Rs.35000/- +GST per participant

Without Accommodation – Rs. 25000/-* + GST per participant

For Registration



Indian Institute of Corporate Affairs (IICA):

Indian Institute of Corporate Affairs is an institution established by the Ministry of Corporate Affairs (MCA), Government of India as an autonomous body to act as a think-tank and a center of excellence to support the growth of the corporate sector in India through an integrated and multi-disciplinary approach. IICA offers its capacity building and advisory solutions through various Schools & Center's.

Lean Campus Startups:

Lean Campus Startups is a brand of Mission Catalyst, a pioneering trust dedicated to shaping the future of India through transformative initiatives in education, skill development, and entrepreneurship. Established in the year 2014 with a vision to inspire and empower the youth, Mission Catalyst operates pan India, touching lives and fostering positive change with help of Startups, Corporates & Government.

WEICI India:

Women Entrepreneurs International Chambers of India (WEICI) is a not-for-profit organization with a profound commitment to empowering women and youth across India.

Dr Lata Suresh

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