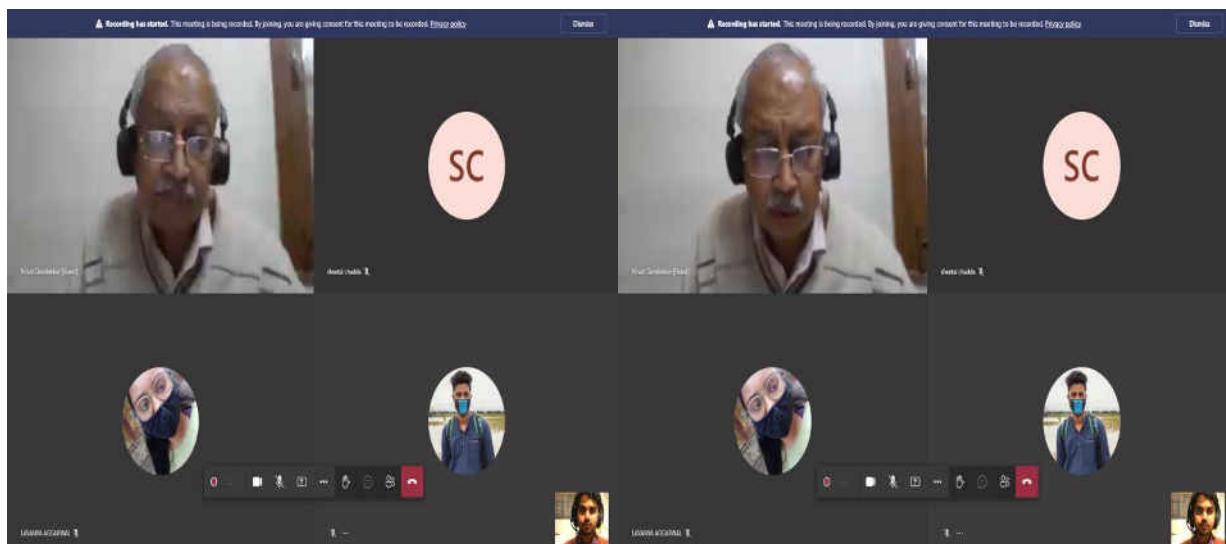


IIC WEBINAR

DESIGN THINKING, CRITICAL THINKING AND INNOVATION DESIGN

5th JANUARY 2022

Gitarattan International Business School through its Institute Innovation and Entrepreneurship Cell (IIC) constituted under guidance of Ministry of Education Innovation Cell organized a webinar on ‘**Design Thinking, Critical Thinking and Innovation Design**’ on 5th January 2022 for the students of MBA, Semester 1. The resource person was **Dr. Vinod Dumblekar, Founder and CEO of Mantis.**



The session began with discussions over the key terminologies of Design thinking. Precisely, a design must be necessarily an idea which should be able to solve a problem. Utility and novelty are two inseparable attributes of design. He discussed different perspectives that how design thinking is a collection of concepts leading to a needed solution. He suggested numerous steps in design thinking called DRIPSIL. D stands for design which means first step in design thinking, followed by R for Research about the comparative study of how other countries have dealt with the same/similar problem. I stand for Ideate, meaning to sit around/brainstorm with peers and coming down to a solution. P stands for creating a prototype. It can be done by utilizing an idea of design. However, prototype should only be used in such cases where the concurrence from stakeholders is required in the process. e.g.: Budgetary concurrences. S stands for selecting the accurate idea/design/prototype based upon needs of stakeholders. I stand for Implementation of such idea followed by L for Learning. This stage is reiterative meaning that learning for further ideas is part of the process which goes along even after the completion of initial six steps.

The second part of the session dealt with Critical Thinking and how it can be utilized to solve complex problems. It involves dealing with five W's - who, what, when, where, and why and 1 H - How. Last part of the session dealt with Innovative Design. It involves three key elements - Novelty, Reduction of Cost, and Adding to the value. An aspect of Innovative design has typically changed with the current needs of the society. He ended the session by defining some

key points to address a problem in the process of design. Repeat the exercise till you become skilled. Build an attitude and get skilled in design thinking, critical thinking and innovative design. It's a process of consistency. Research is important. It does not necessarily begin with textbook but research also includes observing problems and seeking solutions from our daily lives.

Prepared By: Prashant Kumar Tiwari, Assistant Professor, GIBS