

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

A five day program on "Innovation And Idea Generation Through Design Thinking Approach"

(sponsored under ESDP scheme MoMSME in association with NI-MSME, Hyd)

A REPORT ON 5 DAY MANAGEMENT DEVELOPMENT PROGRAM

Institution's Innovation Council (IIC) of Nalla Narasimha Reddy Group of Institutions organized a five day Management Development program at Incubation Centre on "**Innovation and Idea Generation through Design Thinking Approach**" in association with NI-MSME from **27th Feb 2024 to 2nd March 2024**. Around 25 participants were registered for this 5 day program.

The session has been organized by Dr. G. Janardhana Raju Dean-School of Engineering and Convener of IIC along with the event coordinator of Dr G. Subba Rao, Civil Engineering Department.

The Inauguration took place on 27th February 2024, by inviting the Chief Guest Mr. Sarath Muthyala Assoc. Faculty Member, ni-msme, Resource Person Prof M.L. Sai Kumar, Rtd. Dean Academics, Institute of Public Enterprise, Director and Dean School of engineering graced the occasion. Mr. Sarath Muthyala stressed the need of innovation and way to address the problems in design thinking and validate the idea. In the evening session Dr. S. Venkatramaiah, Professor IIM, Lucknow explained the drivers of change in a product, industry selection and niche identification.

27-02-2204: Session 1: Inauguration



Inaugural session on 27th Feb 2024 by the Dignitaries & Resource persons



Inaugural session – Lightening the lamp with an invocation song



Welcome address by Dr G Janardhana Raju,

Faculty participants

Session 2

Name of the Resource Person: Prof M L Sai Kumar
 Name of the topic : Market Research for Startup

He explained about importance of startup culture among the students. He has given an example of Jamnagar development within 36 months by Reliance Company they make impossible to possible. The main aim of showing the clippings was to aim big in our lives. He inspired the participants to conduct interactive session regarding startup and how to take the problem from day to day observation like prepare aid to physically challenged people.

He explained about critical thinking and creative thinking. Create need for the people for their product he given an example of on British shoe company selling shoes ware no footwear wearing by the people, by two marketing executives create market by using promote the sell by free distribution of their product of initial stocks. He given one more example of gas cylinder.



Session 3

Name of the Resource Person : Mr Muthyala Sharath
 Name of the topic : Need for Innovation, Critical Thinking & Adaptability

At the outset, Mr Muthyala Sharath briefed about the difference between innovation and inventions. He explained Creative Thinking is a way of looking at problems or situations from a fresh perspective to conceive of something new or original. Critical Thinking is the logical, sequential disciplined process of rationalizing, analyzing, evaluating and interpreting information to make informed judgments and/or decisions.

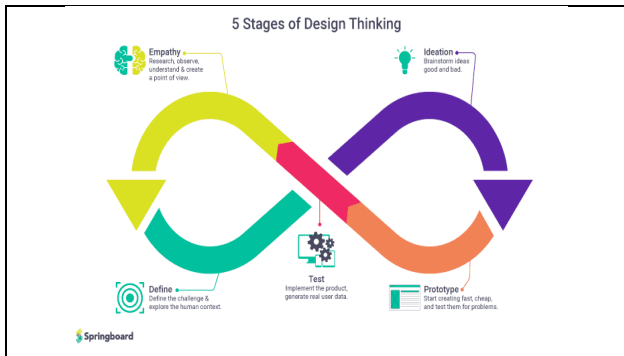
Also enlightened about the importance of ESG and more future trends in manufacturing and explained about reduce the carbon net zero in 2070. The next innovation regarding ESG because next future is that. The case study regarding siricilla textile company boiler consuming 3000 kgs of coal per day.



Session 4

Name of the Resource Person : Dr S Venkata Ramaniah
 Name of the topic : Design Thinking & Idea Generation: Industry selection to niche identification

Dr. S. Venkataramanaiah focused on Design Thinking process and the key steps namely empathize, define, ideate, prototype, and test. One thing to keep in mind is that the process isn't always linear: any one of the five stages of the design thinking process could spark an idea or outcome that leads to repeating an earlier stage. For this reason, the design thinking approach is often referred to as a non-linear, iterative process.



Stage 1: Empathize—Research Your Users' Needs.
 Stage 2: Define—State Your Users' Needs and Problems.
 Stage 3: Ideate—Challenge Assumptions and Create Ideas.
 Stage 4: Prototype—Start to Create Solutions.
 Stage 5: Test—Try Your Solutions Out.

28-02-2024 Sessions: 1& 2

Name of the Resource Person : Mrs P Samyuktha, Assoc Professor & Head – CIST, KG Reddy College of Engg and Tech

Name of the topic : Design Thinking for Problem Solving (Activity)

Ms. Samyuktha, demonstrated design thinking through management games and explained the projects. Her session was so inspiring and interesting. By taking a case study of flower recycling to empower village women by producing agarbatthi by semi- automatic machine by using rose petals and process them to convert into raw material for product preparation. One more case study on refrigeration system for vegetables in farmlands without any energy input. By preparing a structure for heat dissipation and freshness in vegetables with using a concept of heat exchanger. Conducted two activities which are stable structure with a maximum height to win prize. She has provided straws and small pipes to build a couple of structures. A competition is also conducted among the participants related to bottle challenge design. Participants prepared different types of concept design and presented and promoted their idea's.



Mrs P Samyuktha addressing the participants



Design Thinking for problem solving activity by the participants

29-02-2024 Session: 1

Name of the Resource Person : Prof M L Sai Kumar

Name of the topic : Value Proposition Canvas

Prof M. L. Sai Kumar explained the importance of Market Research for startups and value proposition canvas. Once again Professor enlightened on Jamnagar development which was completed in 36 months by Reliance Company and made it as impossible to possible.



Session: 2

Name of the Resource Person : Mr Lingala Naresh

Name of the topic : Idea generation

In the evening session, Mr Lingala Naresh, Founder of Tarunam and ecopreneur elucidated about an idea generation and how his experiment of millet ice cream blitzed in the market. He stated that the entrepreneurs should always carry experiment on services and products even before competitors think about it, to serve in a better manner to their customers. Being as an Electrical Engineer, he shifted from engineering services to food maker by influencing family profession and trained in Rajiv Gandhi National Institute Of Youth Development. He got sanctioned a seed amount for his startup.



01-03-2024 Sessions: 1 & 2

Name of the Resource Person : Mr Mogili Vijender
Name of the topic : Preparation for pitching

Mr Mogili Vijender, Manager Social Entrepreneurship, Bala Vikas Center explained preparation for pitching, funding patterns Vs value edition and explained the case study of social entrepreneurship taking example of Aravind Eye Hospital.

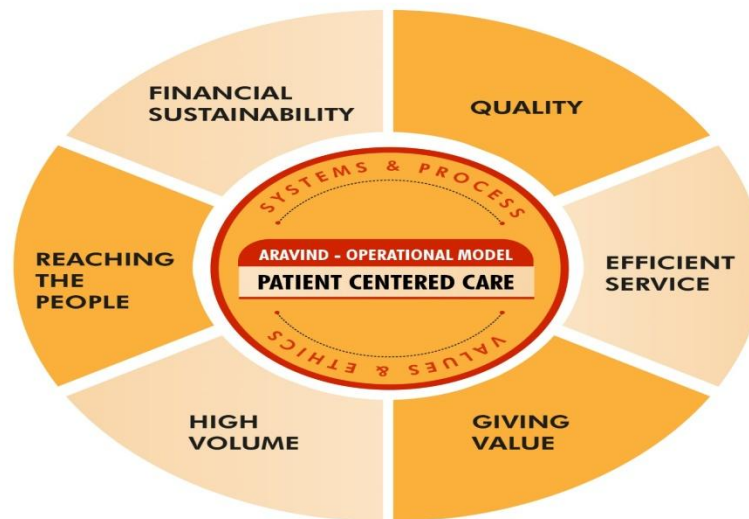
Mr Mogili Vijender has more emphasized on how to Prepare for pitching the below 8 steps for best pitching

- Prepare with care.
- Have an elevator pitch.
- Practice your pitch.
- Don t skip on basic explanations.
- Know what makes a presentation boring.
- Give buzzwords a swerve.
- Use your enthusiasm.
- Build in question and answer periods.

Also explained about Value added is the extra value created over and above the original value of something. It can apply to products, services, companies, management, and other areas of business. Value can be added to a product, service, process, or an entire business. Value can be added by providing better or extra services in the form of after-sales services and better customer support. Companies with strong branding can add value to their products or services simply by using the company's logo to sell a product.

Case Study of Successful Startup:

He quoted a best start-up of Aravind Eye care the glimpse of startup are Aravind, with its mission to 'eliminate needless blindness', provides large volume, high quality and affordable care. 50% of its patients receive services either free of cost or at steeply subsidised rate, yet the organisation remains financially self-sustainable. Much importance is given to equity – ensuring that all patients are accorded the same high quality care and service, regardless of their economic status. A critical component of Aravind's model is the high patient volume, which brings with it the benefits of economies of scale. Aravind's unique assembly-line approach increases productivity tenfold. Over 4.5 lakh eye surgeries or procedures are performed a year at Aravind, making it the largest eye care provider in the world. Since its inception, Aravind has handled more than 6 crore (65 Million) outpatient visits and performed more than 78 lakh (7.8 million) surgeries. The Aravind Eye Care System now serves as a model for India, and the rest of the world.



02-03-2024 Session: 1

On 2nd March C. Anirudh SBI Branch Manager Korremula detailed the Government support system through banking. In his speech he narrated about Mudra Loans like Shishu, Kishore, Tarun, PMEGP, Standard Up India, procedure to procure loans and aptness to acquire such loans.



Session: 2

Name of the Resource Person: Prof Chethan Srivastava
Name of the topic : Design Thinking



In the evening session, Prof. Chethan Srivastava, Central University, Hyderabad addressed the gathering about the importance of design thinking by giving the examples on the services that are customized based on design thinking. In his briefing he has given a couple of examples related to Design Thinking.


In valedictory function, participants have expressed their happiness and gratitude for organizing these programs. Director, Dr C. V. Krishna Reddy honored the chief guest of valedictory function Prof Srivastava with a memento and certificates were bestowed to participants by the Chief Guest and Director. The five day Management Development Program was ended with vote of thanks at 4.15 PM



Presenting a memento to Prof Chetan Srivastava by the Director Dr C V Krishna Reddy accompanied by the convener – IIC Dr G Janardhana Raju



Participants group photo during the valedictory session


Dr G SUBBARAO
Event Co-ordinator


Dr G JANARDHANA RAJU
IIC-CONVENER & DEAN-SoE