



NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(UGC AUTONOMOUS INSTITUTION)



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

School of Management Sciences

BRIEF REPORT OF THE TWO DAYS SESSION ON "Design Thinking, Critical Thinking and Innovation Design"

RESOURCE PERSON: Dr. Padmaja P, Associate Professor, Nalla Narasimha Reddy Education Society's Group of Institutions

DATE: 03-02-2025 & 04-02-2025

TIME: 09:30 AM

VENUE: MBA Seminar Hall, Second Floor

NO OF PARTICIPANTS: 48

The poster features the NNRG logo on the left and the IIC logo on the right. The main text is centered and reads: **NALLA NARASIMHA REDDY** Education Society's Group of Institutions - Integrated Campus (UGC AUTONOMOUS INSTITUTION). Below this, it says **SCHOOL OF MANAGEMENT SCIENCES**. The event is organized by the Industry Institute Interaction Cell (IIC) & Institution's Innovation Council (IIC). The workshop is titled "Design Thinking, Critical Thinking and Innovation Design" by Dr. Padmaja P, Associate Professor. The date is 3rd and 4th February 2025, the venue is MBA Seminar Hall, and the time is 10:00 AM. Accreditation logos for NAAC A+ and NBI are also present.

The School of Management Sciences, NallaNarasimha Reddy Education Society's Group of Institutions, in collaboration with the IIC &IIC, hosted a two-day workshop titled "Design Thinking, Critical Thinking and Innovation Design." The two-day session aimed to introduce participants to the concepts of Design Thinking, Critical Thinking, and Innovation Design. It was designed to help attendees understand how these methodologies are used in problem-solving, product development, and the creation of innovative solutions. Throughout the session, the facilitator engaged participants with theoretical concepts, real-world examples, and hands-on activities to foster a deeper understanding.

The session began with an introduction to Design Thinking, a human-centered approach to innovation. The facilitator explained the five stages of Design Thinking: Empathize, Define, Ideate, Prototype and Test. Participants were encouraged to think of real-world examples where Design Thinking had led to successful innovations, such as in tech products or services like Apple, Tesla. The second part of the session focused on Critical Thinking. The facilitator emphasized the importance of questioning assumptions, evaluating evidence, and considering multiple perspectives. Critical thinking is essential in the design process as it allows individuals to: Identify biases and challenge conventional thinking, Analyze complex problems by breaking them into smaller, more manageable parts, Make informed decisions based on logical reasoning rather than emotions or assumptions. Participants engaged in a group activity where they were presented with a problem and asked to evaluate different solutions using critical thinking techniques. This exercise helped them practice how to look at challenges from various angles and question assumptions in their designs.



The second day of the session delved into Innovation Design, which integrates both Design Thinking and Critical Thinking with a focus on creating breakthrough solutions. Innovation Design encourages experimentation and iteration to explore new possibilities and disruptive ideas. The facilitator discussed how successful innovation often comes from the Understanding the core needs and pain points of users, Challenging existing paradigms to envision something entirely new, Continuously refining ideas through testing and feedback. A brief case study on a successful innovation project was shared, demonstrating how teams used Design Thinking and Critical Thinking to create a game-changing solution. Participants were also encouraged to apply these principles to their own work or projects.



The final 30 minutes were dedicated to an interactive discussion and Q&A session. Participants were encouraged to ask questions and share their thoughts on how Design Thinking, Critical Thinking, and Innovation Design could be applied in their professional or personal projects. Several case studies from various industries were discussed, and the facilitator guided the group on how to use these methodologies effectively.

The session concluded with a recap of the key concepts: Design Thinking, Critical Thinking, and Innovation Design. Participants were encouraged to integrate these methodologies into their daily workflows to drive creative solutions and tackle challenges more effectively. The session provided a comprehensive understanding of how these frameworks work together to foster innovation and problem-solving.

The session ended by vote of thanks by second year MBA student Miss Sowmya.

Handwritten signature of Dr. T Ravindra Reddy in green ink.

Dr T RAVINDRA REDDY
Dean-SoMs

Handwritten signature of Dr. G Janardhana Raju in green ink.

Dr G JANARDHANA RAJU
IIC-Convenor & Dean SoE