



# BABU BANARASI DAS INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Formerly known as Babu Banarasi Das National Institute of Technology & Management)  
Affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU College Code : 054)  
Approved by All India Council for Technical Education (AICTE)  
Website : [www.bbdnitm.ac.in](http://www.bbdnitm.ac.in) / Email ID : [director@bbdnitm.ac.in](mailto:director@bbdnitm.ac.in)  
Phone Number.: +91 - (522) - 6196222 / 6196223 / 6196349

## Event Report on : "Design thinking, critical thinking and innovation design"

The banner features logos for MoE's Innovation Cell (Government of India), Babu Banarasi Das Institute of Technology & Management, Institution's Innovation Council (University of Mumbai), IEEE BBDITM Student Branch, and ELITE. The central text reads: "Department of Management is Organising a Workshop on Design Thinking, Critical Thinking, and Innovation Design In Association with Institution's Innovation Council". Below this, it says "Our Speaker" with a microphone icon and a photo of Dr. Sapna Modi, HOD Dean Academics, ITM Business School, Navi Mumbai. A QR code is provided for registration. The event details are: 23rd December 2021, 3 PM Onwards, via Zoom. Contact information includes [academicmba2021@gmail.com](mailto:academicmba2021@gmail.com) and social media handles for Instagram and Facebook: /iicbbditm054. A list of organizers is also provided: Dr. Preeti Mishra (President, IIC), Asst. Prof. Vinay Kumar Yadav (Faculty Coordinator), Asst. Prof. Neha Gupta (ARIIA Coordinator), Dr. Neha Pandey (Social Media Coordinator, IIC), and Prof. Rudrendra Bahadur Singh (IPR Coordinator, IIC).

1. **Date and Time Of Event :**23<sup>rd</sup> December 2021, 03:00 AM onwards
2. **Mode :** Online
3. **Venue :**ZOOM
4. **Social Media Link**

<https://www.facebook.com/217714502330934/posts/1103824187053290/?sfnsn=wiwspwa>

### News Paper Publication in Voice of Lucknow

<https://www.facebook.com/217714502330934/posts/1108164393285936/?sfnsn=wiwspwa>

5. **YouTube Link :** [https://youtu.be/j1JI\\_Fu5I1U](https://youtu.be/j1JI_Fu5I1U)

6. **About The Speaker:**

### **Dr Sapna , HoD Business School**

ITM Business School Brief Profile: Dr. Sapna Modi Graduate in Chemistry, Diploma in Travel and Tourism, IATA (Montreal University), Diploma in Management Studies (Mumbai University), Masters in Marketing

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## 7. Expenditure of the event: 400

## 8. Objectives:

1. The objective of organizing this workshop is to understand the concept of design thinking.
2. This workshop aimed to make the students understand the importance of design thinking in today's modern era. They must know how to apply design thinking in practical and professional life.
3. Interested Students gained the knowledge of critical thinking aspects.
4. Students also understands the challenges and how to deal with it.

## 9. Outcome of the event:

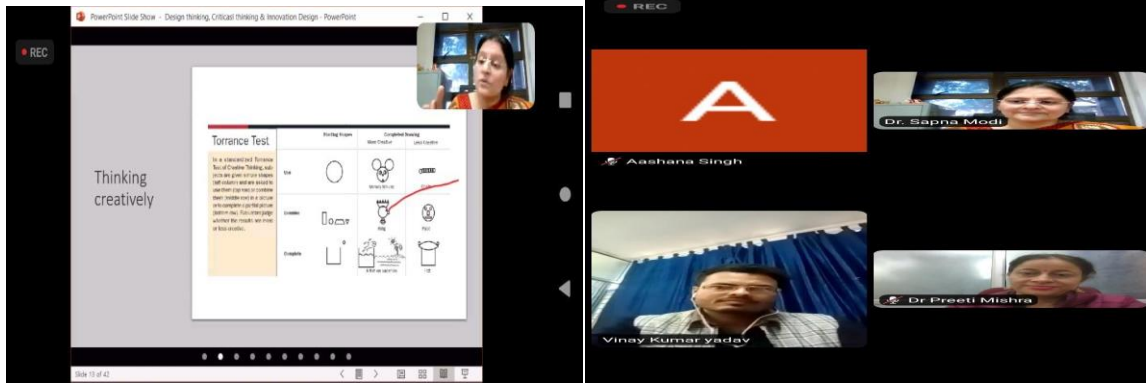
Design Thinking is an iterative process in which we seek to understand the user, challenges assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding. At the same time, Design Thinking provides a solution-based approach to solving problems. It is a way of thinking and working as well as a collection of hands-on methods.

Design Thinking revolves around a deep interest in developing an understanding of the people for whom we're designing the products or services. It helps us observe and develop empathy with the target user. Design Thinking helps us in the process of questioning: questioning the problem, questioning the assumptions, and questioning the implications. Design Thinking is extremely useful in tackling problems that are ill-defined or unknown, by re-framing the problem in human-centric ways, creating many ideas in brainstorming sessions, and adopting a hands-on approach in prototyping and testing. Design Thinking also involves ongoing experimentation: sketching, prototyping, testing, and trying out concepts and ideas.

## 10. Pics of the event :

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## 11. Media Coverage:

### बीबीडीआईटीएम में वर्कशॉप का आयोजन

विरिष्ठ संवाददाता (vol)

**लखनऊ।** बाबू बनारसी दास इंस्टीट्यूट ऑफ टेक्नोलॉजी एंड मैनेजमेंट, लखनऊ के इन्वोल्वमेंट, क्रिटिकल थिंकिंग एंड इनोवेशन डिजाइन विभाग में डिजाइन थिंकिंग, क्रिटिकल थिंकिंग एंड इनोवेशन डिजाइन विषय पर एक वर्कशॉप का आयोजन किया गया। जिसकी मुख्य वक्ता डॉ. सपना मोदी थी। इस कार्यक्रम का शुभारंभ बीबीडीआईटीएम के ग्रुप की चेयरपर्सन श्रीमती अलका दास गुप्ता एवं प्रिंसिपल बीबीडीआईटीएम विजय सागर दास के शुभ आशीर्वाद से हुआ। इस कार्यक्रम का प्रारम्भ इंस्टीट्यूट के डायरेक्टर प्रोफेसर डॉ. सोहन सिंह चौहान, आईआईटी प्रिंसिपल डॉ. प्रीति मिश्रा एवं विभागाध्यक्ष डॉ. मनोप सिंह ने डॉ. सपना मोदी के स्वागत के साथ किया। इसे वर्कशॉप की मुख्य वक्ता डॉ. सपना मोदी वर्तमान में आई टीएम, बिजनेस स्कूल, नवी मुंबई में विभागाध्यक्ष डीन एकेडमिक्स के रूप में कार्यरत हैं। इनका शिक्षा के क्षेत्र में 25 वर्ष का अनुभव है

और ने अनेक पुरस्कारों से सम्मानित है। डॉ. सपना मोदी ने डिजाइन थिंकिंग विषय को क्रिएटिविटी एवं इनोवेशन के संदर्भ में समझाया कि डिजाइन थिंकिंग किसी ग्राहक या प्रयोगकर्ता की सोच को अपने उत्पाद को तयक मोड़ने की प्रक्रिया को कहते हैं अर्थात् सोच को डिजाइन करना। उन्होंने बताया कि डिजाइन थिंकिंग प्रक्रिया को अपनाने वाली को कंपनियों में प्राथमिकता दी जा रही है। इस प्रक्रिया का मुख्य लक्ष्य उपभोक्ता की समस्या को समझकर उसका समाधान प्रदान करना है। उन्होंने इसके 5 एक्शन को विस्तार में समझाया। कार्यक्रम के समापन में प्रोफेसर विनय कुमार यादव ने डॉ. सपना मोदी की धन्यवाद ज्ञापित किया। इसी क्रम में एक अन्य वर्कशॉप विषय.. नेगोशिएशन टेक्नीक फॉर मैनेजर एंड ऑफिसिनोस का आयोजन किया। वर्कशॉप की मुख्य वक्ता डॉ. विमल बाबू थे। डॉ. विमल बाबू एस आर एम, यूनिवर्सिटी, अमरावती में एग्जीक्यूटिव प्रोफेसर के पद पर कार्यरत हैं एवं एशियन इंस्टीट्यूट ऑफ मैनेजमेंट, मनीला, फिलिपींस एंड न्यूजटेक

स्टेट्स इंस्टीट्यूट ऑफ पीस के सर्टिफाइड नेगोशिएटर हैं। डॉ. विमल बाबू ने बताया कि नेगोशिएशन किसी भी बिजनेस में अच्छे सम्बन्ध बनाने, गुणवत्ता परक सहयोग के लिए आवश्यक है। यह एक प्रकार के लें-देन का माध्यम है जिससे बहुत डी आसान तरीके से किसी भी विवाद को सुलझाया जा सकता है। इसे अभ्यास से और ज्यादा अच्छे तरह से किया जा सकता है। डॉ. विमल ने इसके 5 प्रकारों को भी विस्तार से बताया। उन्होंने बताया कि एक अच्छे नेगोशिएटर सहानुभूति पूर्ण इलिकोण के साथ साथ दृढ़ निश्चय वाला भी होना चाहिए। छात्रों ने उपरोक्त विषय से सम्बंधित प्रश्नों के उत्तर प्राप्त किये। कार्यक्रम के समापन में आईआईटी कन्वेनर डॉ. अभिमन्यु कुमार यादव ने डॉ. विमल बाबू को व सम्पूर्ण टीम को धन्यवाद ज्ञापित किया। कार्यक्रम के समापन में प्रोफेसर नेहा गुप्ता, डॉ.नेहा पांडेय एवं प्रोफेसर रुईंद बहादुर सिंह के साथ डॉ.न को.आई.टी.एम. अचिनार सिंह, वैशाली और आशाना का पूर्ण सहयोग रहा।

## 12. Overall Summary:

**BBDITM IIC (Institute Innovation Council)** organized a workshop on the topic “**Design thinking, critical thinking and innovation design**” on **23<sup>rd</sup> December 2021** from **03:00 pm** onwards. The speaker of the session was **Dr. Sapna Modi**, who is a graduate in chemistry, diploma in travel and tourism, IATA (MONTREAL UNIVERSITY), Diploma in management studies, masters in marketing management, Ph-D in management an presently pursuing D.Litt from Magadh University.

About 100 participants attended the webinar. The event was conducted in presence of the Director of the Institute, Prof. (Dr.) S.S. Chauhan. The event is coordinated under the guidance



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of De. Preeti Mishra, IIC President, Dr. Abhimanyu Kumar Yadav, IIC Convener, Dr. Neha Pandey, Social media coordinator IIC and Prof. Rudrendra Bahadur

Singh, IPR coordinator IIC and coordinated by students' coordinators Vaishali Dubey and Avinash Kumar Singh

Dr. Sapna modi guided the students through what exactly is design thinking and taught creative loading, forced on to do something in a newer way, Gave a wonderful example of creativity by band Aid and Tomato ketchup bottle. Guided students through what are the mental blocks in being creative. Dr Modi told students about Thomas Elva Edison's positive attitude even after an unforeseen circumstance and how he again built his lab and invented the bulb, despite of being an old guy ( Dr Sapna Modi gave this example to explain that age doesn't matters in terms of creativity and being creative). She also told that how innovation changed the shape of world, from traditional to a more creative world through design thinking.

### 13. Attendance:

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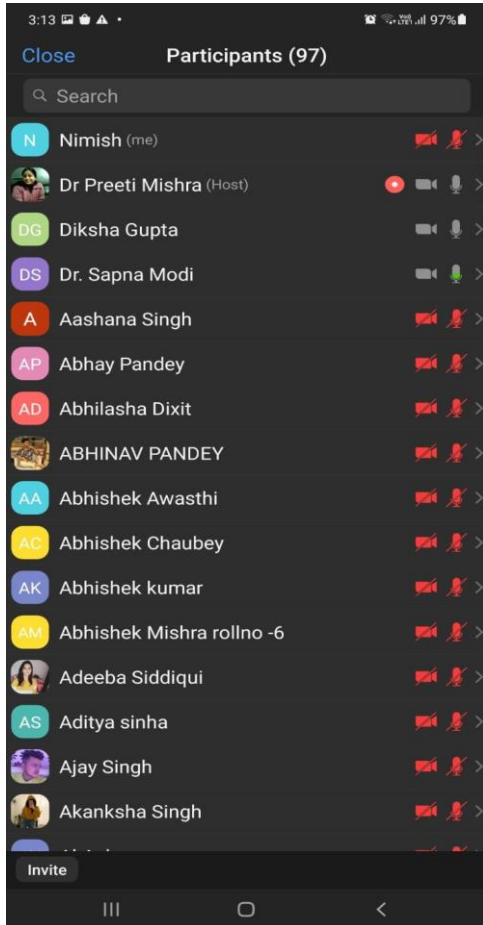
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## 1. Duration of Activity(in mins):-

03:00 PM – Zoom meeting started by the student coordinator Ms.Vaishali Dubey

03:00 PM onwards – Meeting attendees enters the meeting

03:05 PM – Welcoming all the attendees and Introduction of the Speaker by Mr. Avinash, Student coordinator, MBA

03:15 PM- A formal welcome speech by Dr. Preeti Mishra, IIC President

03:20 PM – Presentation started by the speaker, Dr. Sapna Modi

04:00 PM – Presentation concluded

04:00 PM- Q & A session

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04:10 PM- Appreciation speech by Asst Prof Vinay kumar Yadav, faculty co-ordinator, BBDITM

04:20 PM- Formal vote of thanks by Dr. Abhimanyu Kumar Yadav, IIC Convener

04:25 PM – Vote of thanks to the student coordinator Ms. Vaishali Dubey

04:35 PM – Meeting ended by the faculty coordinator.

**2. Number of Students Participants:-** 100 Participants participated from different Colleges and Universities.

**3. Number of Faculty Participants:-**

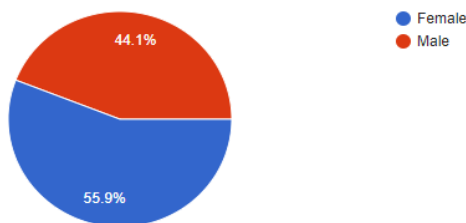
- i. Dr. Preeti Mishra
- ii. Dr. Abhimanyu Yadav
- iii. Prof. Rudrendra Bahadur Singh
- iv. Dr. Neha Pandey
- v. Asst. Prof. Vinay Kumar Yadav

**4. Feedback of the Event:-**

[https://docs.google.com/forms/d/1R5ry3FIL5pDEqH\\_HSydpI4oGet09uIBvmAMKi5jO4hM/edit#responses](https://docs.google.com/forms/d/1R5ry3FIL5pDEqH_HSydpI4oGet09uIBvmAMKi5jO4hM/edit#responses)

Please enter your gender

93 responses



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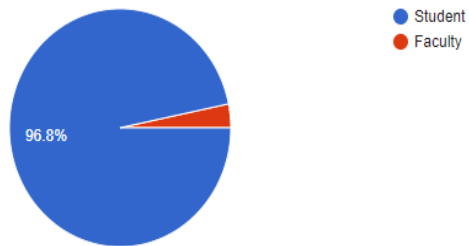
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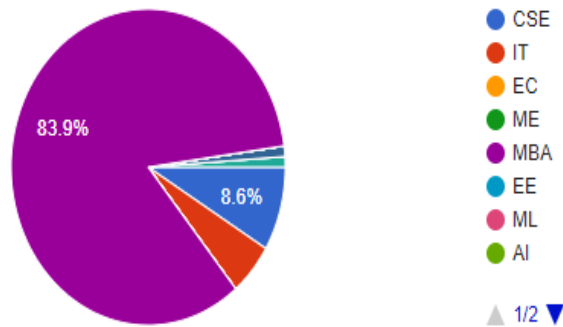
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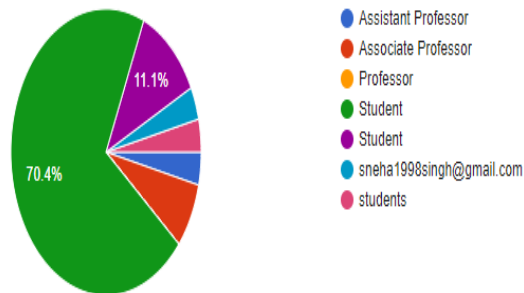
Category  
93 responses



Department  
93 responses



Designation if the participant is Faculty  
27 responses



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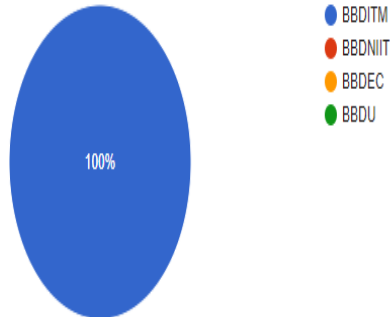
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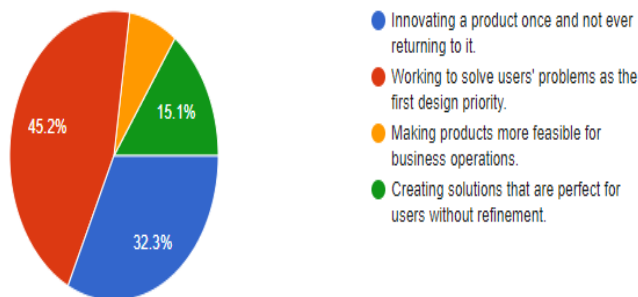
Institute/College/University

93 responses



What does it mean for design thinking to be focused on user outcomes?

93 responses



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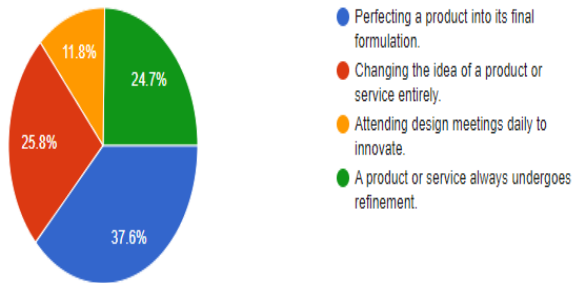
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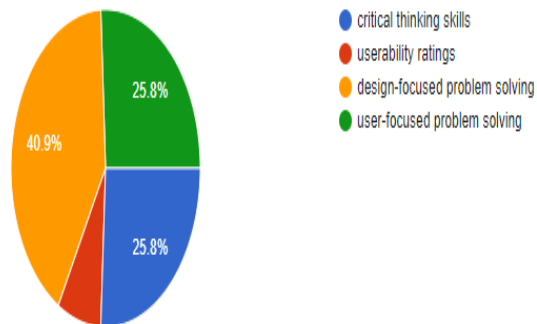
What does restless reinvention mean?

93 responses



Jonah designs apps for teachers. As part of his preparation, he talks to a lot of teachers about what problems they face in their day-to-day work. Jonah's information gathering is an example of \_\_\_\_.

93 responses

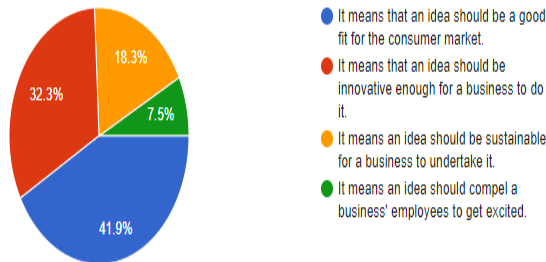


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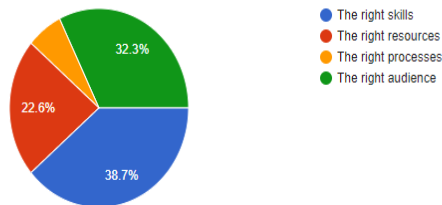
How does business viability apply to innovating in design thinking?

93 responses



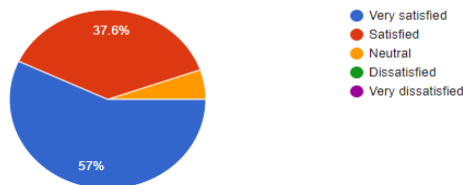
Technical feasibility in design thinking involves all of these things EXCEPT which?

93 responses



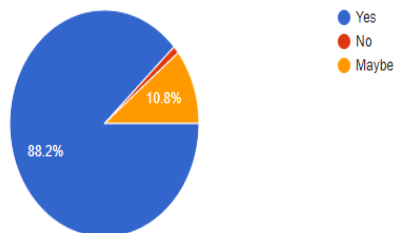
What is your level of satisfaction for the workshop ?

93 responses



Would you recommend a similar event to a friend ?

93 responses





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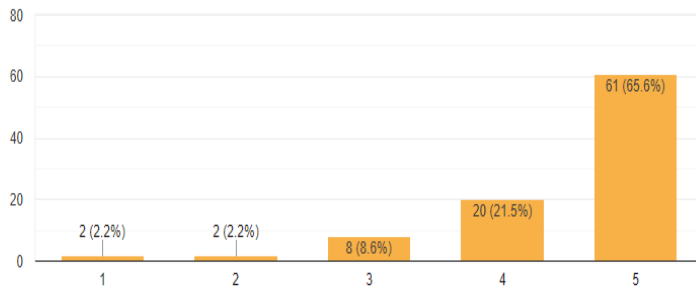
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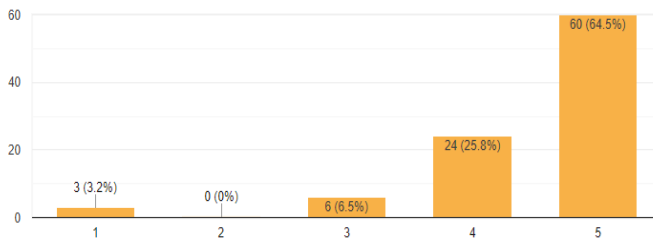
How would you rate the content of the workshop ?

93 responses



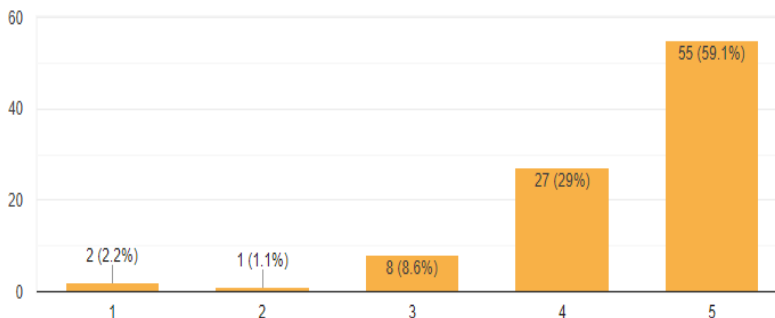
Please rate the knowledge of the resource person ?

93 responses



How valuable was the session for you ?

93 responses



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