



Gujarat Technological University

A Workshop
on

Innovation Tools & Techniques Workshop
and
Design Driven Innovation

27th & 28th April, 2013(Part I) & 4th & 5th May, 2013(Part II)
at

Gujarat Technological University
Nr. Vishwakarma Government Engineering College
Nr. Visat Three Roads, Visat - Gandhinagar Highway
Chandkheda, Ahmedabad

Need of Innovation for Technologists:

“Teachers are leaders; it is they who create the paths today for the innovations of tomorrow.”

This is our Decade of Innovation. This is the way ahead for our Nation to achieve Super Power Status, and, to do so, we shall have to train and wire the young educated of our country to think innovatively and empower them with the relevant tools and techniques so that they can come up with an age of innovative products & services.

The technologists, are the creators of tomorrow. They have to be innovative & creative all the time. They would require structured thinking by which they could be continuously innovative to generate creative ideas for the future as Knowledge and Creativity are the drivers of human progress.

International Innovation & Research Foundation has introduced a program for Engineers, which helps them achieve what is expected out of them in the future. By being Integral practitioners of this program, they will acquire the capacity to spur innovation as and when required.

Presenting:

“The most unique innovation workshops”

that are gaining universal popularity amongst other nations such as China, Canada etc..

The workshops are custom designed for Engineering Faculty members.

These two part Workshops shall cover the entire gamut of Innovation tools, techniques and processes, from around the world, providing first hand knowhow of the latest in the world of innovation.

The workshops are designed as a right balance of conceptual understanding and hands on exercises. These experiential workshops bring back the joy of learning through creative exercises and projects.

Faculty members shall not only find these workshops extremely beneficial to share with their students, but, will also find it extremely useful when talking with industry.

- In fact faculty members may consult industry using the knowledge of these workshops.

There are no prerequisites for the workshop and we do not expect any prior reading or preparation except to come with an open and fresh mind to create a new world.”

Part A: SCAMPER: Innovation Tool & Technique

Ideas can come from everywhere; the key is to learn to use all resources.

SCAMPER offers one such successful option. Tried and tested. It is like the seven notes of music, capable of doing infinite variations not only in combinations but also individually. SCAMPER is simple, effective & ready to use technique to enable, empower and enhance creativity in yourself and others.

SCAMPER stands for:

- **S**ubstitute
- **C**ombine
- **A**dapt
- **M**odify/distort
- **P**ut to another use
- **E**liminate
- **R**earrange, Reverse

How the Workshop would be helpful

- It offers new perspectives on a problem, fosters creative leaps, and permits escape from restrictive thinking patterns.
- This program allows participants to see the interconnections, how one idea relates to another, and how pieces come together. Once the ideas flow, students become immersed in the problem and hitch-hike other ideas
- it accelerates and strengthens one's natural creative problem-solving ability and to stimulate a large number of good, diverse ideas.
- It would be helpful for engineering students for '**Building their own Portfolio**' of creative ideas like designers & architects which in itself is an innovative process of portfolio creation by an Engineering student. (to be guided by faculty)
- Initiative towards creating an Innovative society.

Strength of the Workshop

- Increasing range and power of knowledge
- Speedy, powerful technique for continuous and constant innovation
- Shareable, collaborative technique empowering all team members
- Focused channel for exploring and expanding innovations
- Setting up an institutional value chain for innovation

Profile of the Mentor:

Prof. Amar Gargesh is empowering through creativity for over 40 years. He is currently adjunct faculty at MICA. He was GM (PR and Media) - Narmada Project, Advisor (Corporate Communications) - Nirma Limited and an Advisor to the British Red Cross Society. He has conducted several creativity workshops at MICA, NID, NIFT, CEPT, Nirma University and for professionals and corporations including HUL, Mumbai. He is also the author of "The Right to Pun".

Part B: Design Driven Innovation : Unique models from across the world.

Need for Design Thinking & Design Sensitization:

The era of technological advancement and its proliferation through new projects and brand development is reaching its pinnacle in the 21st century.

Age of customization, branding and user engagement is throwing up new challenges for the community of creators – engineers. The role of engineers is also changing from managers to creators. More and more engineers are expected to be self employed, and most importantly their employable skills are undergoing drastic changes.

These challenges have brought about interesting interventions in training and development - One of the most prominent ones being interventions of Design in Engineering & Technology. Not just Aesthetic form but also radical change in meaning i.e. function and the influence of user and environment upon products.

Design thinking is considered to be The answer to these problems and answers are being sought in design for showing way to constant differentiation and value addition - Innovation.

Design Driven Innovation using Design Thinking & Design Sensitization

- Design Sensitization
- Design Application
- User engagement
- Multidisciplinary approach
- Holistic development
- Contextual
- Systematic process based approach to creation

Workshops learning,

1. Exposure to various Design Processes from across the world (Stanford Model, MIT Model, User Centric model etc.
2. Design Thinking as a tool for Engineers
3. Innovation - End to End Creation / designing & redesigning of a product
4. Sensitization towards : Self, Other, Environment
5. Problem Solving & Decision making process (individual & in teams)

Profile of the Mentor:

Rohit Swarup is Recipient of Shiksha Bharti Puraskar 2009 & Indian Leadership Award for Educational Excellence 2010. He is the Chairman of International Innovation & Research Foundation carrying out education and consulting work in the areas of Innovation and Design. He is working with Govt. of various countries and Indian State Govts. On projects related to an innovative education ecosystem creation for knowledge era in the areas of Management, Technology, Health Care, Design and Communication.

He is Founder Director Xplora Design Skool, India's premier Vocational Multimedia & Animation Education Company spread across 125+ campuses in 22 states of India, and, Founder Director Design 4 School implementing Design Subject, Culture Zones and Lab in schools in India and USA. Setting up of K12 Schools on design pedagogy. He is actively involved in prestigious teaching, case development, authoring, as well as, consultancy assignments with prominent Institutions, such as, NID and IIM Ahmedabad. He is on the board of Asian Retail Congress. He has a Bachelors degree in Mechanical Engineering and PG Diploma in Business Management.

Provide your Nomination by filling details in below given Link:

<https://docs.google.com/forms/d/18o3EzEGhXZY3mLVCg7i6GwGe60r-SLi0XWh-yA0BZbw/viewform?sid=3c659acd2fc1e3e6&token=3FcuJj4BAAA.WKuLlloOORsm5M0bs7u7Pw.i9RLCPTTGGoL-uL7UNcWBQ>

For any query plz revert at

conference@gtu.edu.in

91-90999060336

N.B. Submit your nomination for participating in the workshop by 25th April 2013 via the given link