GTU INNOVATION COUNCIL

www.gtuinnovationcouncil.ac.in

Students Start-up Support System (S4)

Calling students and faculty members, closely working with final year projects or working with college level innovation activities:

Hands on workshop for Implementation of Design Thinking through Ideation & Product Development Canvas

Venue-S4 Conference room, S4 Co-Creation Center (S4-C3), GTU Ahmedabad Campus, LDCE Complex

Date-13th & 14th August 2014   **Time-** 5.00 P.M to 8.00 P.M

GIC (GTU Innovation Council) is arranging hands-on 2-day workshop on ideation and product development canvas process for 50 participants (1st cum 1st serve basis) to simulate the desired process and then to take such learning to the field and to help the students during the final year projects. Experts from industry will mentor this proposed ideation and product development workshop. Participants like students and faculty members, closely working with final year projects or college level innovation activities, can participate in this workshop. Students and teachers from all streams and years can participate in this workshop.

For participation please register at: https://docs.google.com/forms/d/1K38bKDHXUYHps8ue_-3faJGBbw9TjQ9t3jO72cUMRcQ/viewform

For any query, please mail at   gic@gtu.edu.in

BACKGROUND: GIC has adopted design thinking approach to help students do their final year project.

(Ref- http://www.gtu.ac.in/circulars/14Jul/07072014_01.pdf). Every final year student needs to follow a systematic six step approach (Empathize, Define, Ideate, Prototype, Test and deploy) from defining a challenge till deploying it with impact. We are developing various endogenous and sometime contextually modified frameworks for each of the above steps so that students can properly harness their creative skills. While ideation has been believed to be a random tinkering process, this workshop will highlight various frameworks on how the strategic ideation process can create multiple heuristics for solving a challenge. As per the final year project guidelines, the students after scouting a challenge through Industrial Shodh Yatra (ISY) should go through a strategic ideation process via an ideation canvas in their class. During this strategic ideation process, each team is supposed to explore various heuristics to solve the challenges associated with the IDP/UDP.