

BVR SCIENT

School Of Innovation And Entrepreneurship

**2 Day
Program**

People Centered Design and Innovation

Design Thinking for Innovation

About BVR SCIENT:

Dr BVR Mohan Reddy School of Innovation and Entrepreneurship (BVR SCIENT) was set up by two philanthropic foundations in a unique participation with IIT Hyderabad with a state-of-the-art building, teaching and learning facilities at the IIT Hyderabad Campus. The school aims to nurture and develop world-class innovation and entrepreneurial talent through capacity building of entrepreneurial mindset and capability building for potential entrepreneurs. Join us at BVR SCIENT to explore new ventures, develop essential skills, and contribute to India's vision of Atma Nirbhar Bharat.

Program Overview:

A lot is being spoken and written about Design Thinking. It has not just gotten the attention of industry leaders, but has also achieved center stage in many organizations that are now trying to rapidly adopt a design oriented approach and culture.

The overarching goal of Design Thinking is to keep people's needs and pains at the center of any problem-solving activity in order to arrive at innovative solutions that the market requires.

Professionals from various industries and levels of experience as well as students from any stream can learn these versatile approaches, methods, concepts and tools. Design Thinking approach adapts well to various industries, settings, and projects.



Program Highlights:

Design Thinking is enabling organizations to create products and services that are not just what people want, but are also differentiators in the market. But how do you DO innovation?

In this group-project-based hands-on 'People Centered Design and Innovation' course, you will:

- Appreciate how a people centered design approach is different from a traditional engineering or a marketing focused approach
- Learn how to gather and elicit people's needs and pains
- Create designs to be people focused
- Work in a multidisciplinary team to bring varied perspectives together essential to innovation
- Learn how to test your designs with people
- Execute on a project through research, analysis, design and testing phases

Faculty:



Prof. Jhumkee Iyengar is a certified instructor for Pittsburgh, USA based LUMA Institute, teaching Human Centered Design to corporate leaders. She is an Adjunct Faculty at IIT Kanpur, where she has taught project based People Centered Design and Innovation to postgraduate Design and Management students over the past years. She has also taught User Experience Design at the MIT Institute of Design Pune and at the National Institute of Design, Bangalore. Prof. Jhumkee holds an MS in Human Factors Engineering Design from Tufts University Boston, an M.Des. in Product Design from IDC, IIT Mumbai and a BE in Mechanical Engineering from COEP, Pune.

Who Should attend this program:

This course caters to a diverse audience, including:

- Visionary innovators and aspiring entrepreneurs hungry for industry disruption.
- Curious students and educators who are passionate about innovative problem-solving
- Forward-thinking corporate professionals who are eager to drive organizational innovation.
- Inquisitive scientists and researchers seeking to refine their problem-solving approach.

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**BVR SCIENT,
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