

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

**BANNER OF THE EVENT** 





On the occasion of

# **"NATIONAL STARTUP DAY**

Institute Innovation Council (IIC), MIMT

In association with

# **ALL ACADEMIC CLUBS**

(Marketing, Finance, HR, IT)

**Organizes** 

**"DESIGN THINKING WORKSHOP CUM EXHIBITION"** 

**Theme: Sustainable Development Goals** 

Activity Coordinator Ms. Teena Chaudhary | Dr. Anjali Dixit

Date : 16<sup>th</sup> to 17<sup>th</sup> January 2024 | Time: 10:00 AM onwards Venue: First Floor, B-Block, MIMT

🜔 Toll Free : 1800 103 3797

) www.mimt.org



Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India



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Date	16/01/2024 to 17/01/2024
Theme of Program	Design Thinking Workshop cum Exhibition
Convener	Ms. Teena Chaudhary, Mr. Sani Kant Kumar
Beneficiaries	163 Students of MBA I year
Judges for competition	For first round:Dr Lalit Sharma, Dean Academics, MIMTDr Pachori, MIETMr. Dhanjay Faculty, MIETDr Anju Bala Faculty, MIMTDr. Jaspreet Kaur Faculty, MIMTDr. Azad Singh, Faculty, MIMTMs. Divya Singh, Faculty, MIMTMr. Sanikant, Faculty, MIMTMr. Vishal, Faculty, MIMTDr Anju Tripathi Faculty, MIMTFor second round:Dr. Meenakshi Sharma, Dean Associate, MIMTDr. Himanshu Rastogi, Faculty, MIMT
Objective of event	<ul> <li>A Design Thinking workshop is a hands-on, activity-based session built around the Design Thinking process. Workshop facilitation is an important skill for students to apply creativity and innovation to develop any product and market it.</li> <li>Mentoring event: workshop cum exhibition-based competition on prototype presentation</li> <li>Students will create a prototype of product/service/process/idea and present it before judges by including following points</li> <li>Empathy.</li> <li>Novelty.</li> <li>Sustainable Development Goals.</li> </ul>



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	<ul> <li>Feasibility in terms of Technological Readiness Level (TRL), Manufacturing Readiness Level (MRL), Investment Readiness Level (IRL).</li> <li>Presentation</li> <li>Institute Innovation Council (IIC), MIMT with the joint initiative of</li> </ul>
Overview of Program	Academic clubs (Marketing club, Finance club, HR club,IT club) is organizing a <b>Design Thinking Workshop cum Exhibition</b> on <b>16 to 17</b> <b>January, 2024</b> on the occasion of <b>National startup day.</b> (16th January, the founding day of Startup India is observed as the National Startup
	Day). On <b>National startup day, MIMT</b> organized these 2 days design thinking workshop cum exhibition in form of competition on prototype presentation. In this event MBA students compete in teams and as individual and created prototype. Around <b>47 ideas</b> (by team and as an individual) were presented before judges. These ideas were built on Design thinking process; some of the ideas where Tyre renew innovation, energy storing brick, automated plant watering system, super shopper, Eco- fashion feet, 3p pencil, solar rechargeable hearing aids, book pile app. smart helmet, Smart parking system app, Organic sanitary napkins, solar iron cart, toothpaste tablets, liquid tree etc.
	The ideas were judged on the Empathy, Sustainable Development Goals, novelty, and feasibility (Technological Readiness Level, Manufacturing Readiness Level and Investment Readiness Level) and overall presentation. Pre information regarding rules and regulation were circulated through notice (attached). Students were also briefed about the whole program before demonstrations. Before Event they were asked to visit/observe customers to collect clues for empathy. After this step students were advised to work in teams and create their prototype. Each team were given 10 minutes time to present their idea before judges. Judges asked questions and in last judges also provided their suggestion to teams for improving their idea to scale the product /commercialize it /technical & financial suggestions/process improvement etc. This event was divided into two rounds and conducted on 2 days. In first round <b>47 ideas</b> were presented on 16 January and out of that <b>10 best</b> prototype of first round were selected for second round and presented again on 17 January. out of 10 best 3 were declared as winners and got certificates.



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	Overall, these 2 days' workshop was an insightful and informative event that provided attendees with valuable knowledge and platform to drive innovation and business plan and design thinking approach.
	MBA students were able
Outcome of Program	• To foster a user-centric mindset through Empathy
	• To demonstrate their presentation skills, creativity, business
	ideation & innovation capacity.
	• To build workable model.
	• To work in teams.
	• To cover CO-2 of Design Thinking KMBN 106
	• Students got feedback from judges to improve their idea to modify
	it.



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### **GLIMPSES OF IIC ACTIVITY: 16<sup>th</sup> January to 17<sup>th</sup> January**















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#### **Certificate Specimen**

N	MANGALMAY INSTITUTE OF MANAGEMENT AND TECHNOLOGY Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow Accredited Grade "A" Institution by NAAC ISIO 9001:2015 & ISO 50001:2018 Certified Kameloge Park II, Greater Nolds (UK) Website: www.mint.org i Park II, Greater Nolds (UK)
AN C	Certificate of Merit / Participation
	This Certificate is awarded to Un/Mr/Ms. BHASKAR SHARMA of M.B.A. for attending Design Thinking Workshap Cum Exhibition
	held on
	Torrent HOD / Dean / Director Chairman / Vice Chairman



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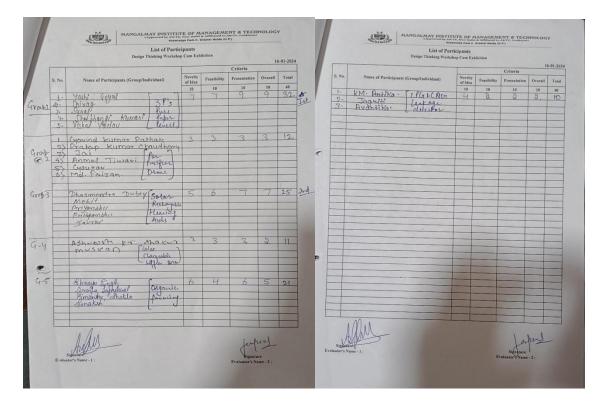
Knowledge Park-II, Greater Noida (U.P.)

#### **RESULT AND BENEFICIARY LIST**

	Design Thinking Workshop	p Cum Exh	ibition			6-01-2024			List of Parti Design Thinking Worksho		ibition			
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