



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

Kandlakoya (V), Medchal Road, Hyderabad -501401

EK BHARAT SHRESHTHA BHARAT

CENTRE FOR ENGINEERING EDUCATION RESEARCH &

CENTRE FOR INNOVATION & ENTREPRENEURSHIP

MHRD's INSTITUTION INNOVATION CELL



Guest Lecture on Design Thinking

by Ms. Nitisha Baalay

DATE OF THE SESSION 30-11-2019.

VENUE: CMRCET Auditorium.

NUMBER OF STUDENTS ATTENDED: 150.

RESOURCE PERSON:Ms. Nitisha Baalay.

Objective: The overall objective of this DESIGN THINKING Session is to introduce the design thinking process to solve corporate challenges and develop unique thinking abilities. The aim of this session is to introduce multi solutions thinking the ability to the problems in a practical and innovative manner.



Welcoming the Guest

A Guest Lecture is on “Design Thinking” was held on 30-11-2019. The guest lecture was organized by the Department of MBA to provide an opportunity to the students for awareness on design thinking, which is important in our day to day life.

The resource person started interaction by conveying the importance of Design Thinking. The session was interactive and experiential learning approach is practiced by resource person through various activities. During the session, students shared their Opinions, Ideas, Thoughts, and Creativity. She encouraged all the students’ thoughts and ideas. During the day, Students had the opportunity to design their own Handbags or Wallets using charts, sketches in a creative manner and paper glasses were used for other activities. Each and every student had almost a unique design. By interacting with other Students we got to know for which reason they have designed their bag.

If we say any word every person will have their own perception.

For Example - APPLE

- Few of them perceived as iPhone or
- Few perceived as the spelling of that word or
- Perceived as the picture of that word or
- Perceived as the thought or proverb etc.

These are the different perceptions of different people.

For every step in our life, we need to design creatively and differently by thinking in all the ways.



Interaction during the session



Felicitation to **Ms. Nitisha Baalay**

CONCLUSION: “The essential ability to combine Empathy, Creativity, and Rationality to meet User needs and drive business success.”The session is concluded with felicitation to resource person by **Dr P Alekhya** Associate Professor, Department of MBA.