



School of Commerce & Management Studies

Academic Year 2025-26

Design Thinking & Innovation Workshop

Subject: Report on “Design Thinking & Innovation Workshop”

- 1.Event Title:** Design Thinking & Innovation Workshop
- 2. Event Date:** 20th September 2025
- 3. Event Conduction Duration:** 11 am to 5 pm
- 4. Event Venue [Location]:** Seminar Hall (S-building)
- 5. Organizer of the Event:** SOCMS, in association with SANDIP TBI
- 6. Number of participants:** 135 students (Students of SOCMS, MBA : 99, BBA : 36)
- 7. Resource Person:** **Mr. Tushar Kanikdale**, Expert in Innovation and Problem-Solving
- 8. Event Outline, Objective and Outcome of the event:**

The **Design Thinking Workshop** held on 20th September 2025 at Sandip University’s School of Commerce and Management Studies (SOCMS) was organized by the **Technology Business Incubator (TBI)**. The session was conducted by **Mr. Tushar Kanikdale**, an expert in innovation and problem-solving, with the objective of introducing students to the human-centered approach of Design Thinking. The workshop aimed to enhance creative problem-solving abilities, promote out-of-the-box thinking, and demonstrate the practical relevance of Design Thinking across fields such as business, education, and social innovation. Through engaging discussions and hands-on activities, participants explored the five key stages of Design Thinking—empathize, define, ideate, prototype, and test—while also learning the

importance of empathy, user experience, and collaboration in designing effective solutions.

The workshop resulted in a deeper understanding of Design Thinking as a structured yet flexible process that encourages innovation and adaptability. Students actively participated in activity-based exercises, identifying common problems and brainstorming creative, user-centric solutions. This interactive approach helped them develop critical thinking, teamwork, and an innovative mindset essential for modern professional environments. The session successfully achieved its objectives by fostering creativity, enhancing problem-solving capabilities, and empowering students to apply Design Thinking principles in academic projects, entrepreneurial initiatives, and everyday challenges.

9. Objectives of the Workshop :

- To introduce students to the concept and methodology of Design Thinking as a human-centered approach to innovation.
- To develop creative problem-solving skills among students by encouraging out-of-the-box thinking.
- To help students understand the practical application of Design Thinking in diverse fields such as business, education, and social innovation.
- To promote teamwork and collaboration in ideation and solution-building processes.
- To equip students with an innovative mindset essential for adapting to the dynamic professional environment.

10. Outcomes of the Workshop :

- **Enhanced Understanding:** Students gained a clear understanding of the stages and principles of Design Thinking.
- **Skill Development:** Participants developed the ability to identify problems creatively and design user-centric solutions.
- **Practical Exposure:** Through interactive exercises, students experienced the real-world application of Design Thinking tools and methods.
- **Innovative Mindset:** The workshop encouraged students to approach challenges with creativity, empathy, and flexibility.

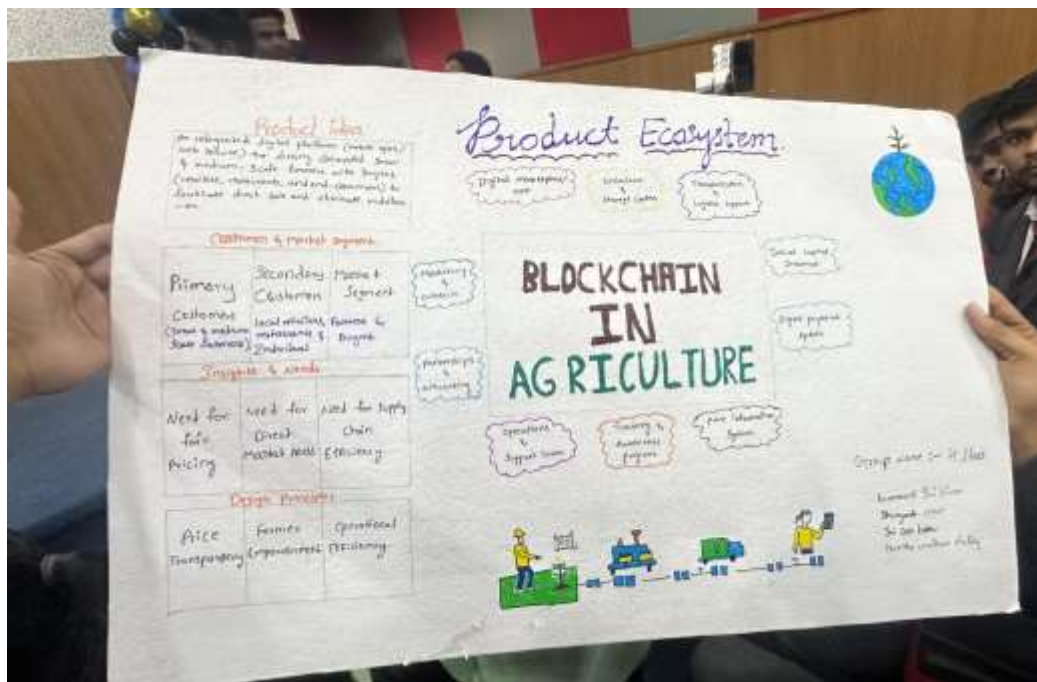
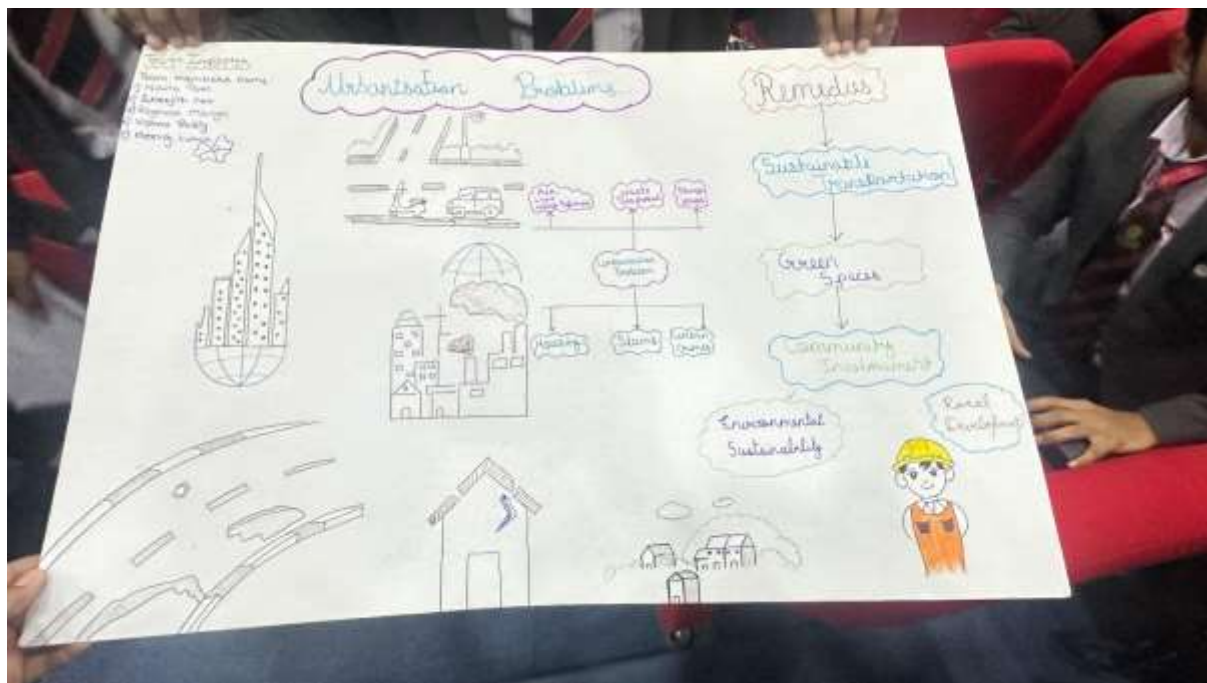
- **Collaborative Learning:** Students learned the value of teamwork and collective ideation in developing innovative solutions.
- **Empowerment:** The session empowered students to apply Design Thinking in academic projects, entrepreneurial ideas, and everyday problem-solving.
- **Outcome Alignment:** The event successfully achieved its objective of fostering innovation and preparing students to use Design Thinking as a vital skill in their academic and professional pursuits.

11. Photos :

11.1. Flyer for promotion of event



11.2. Idea formulation by students.



11.3. Students presenting their projects.

