

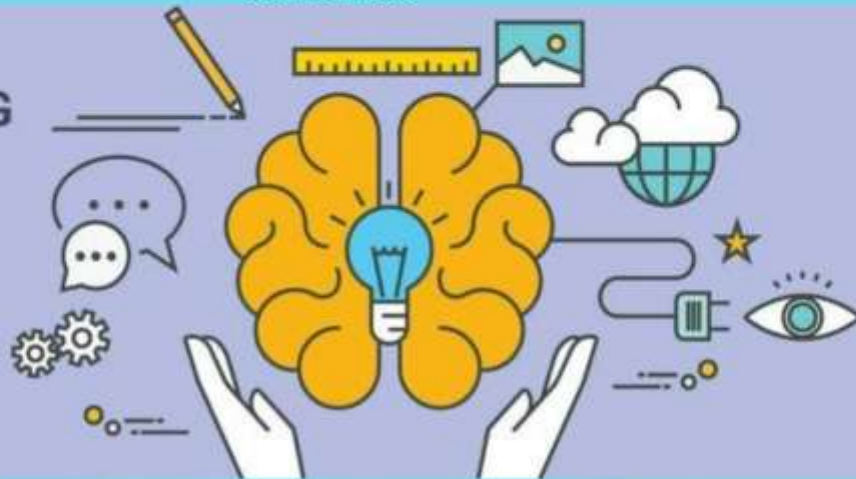


एन सी ई बी डी  
niesbud

THE NATIONAL INSTITUTE OF ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT  
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP  
GOVT. OF INDIA

DESIGN  
THINKING

START



**TWO-DAYS  
ONLINE  
DESIGN THINKING  
WORKSHOP  
12-13  
SEPTEMBER  
2020**

**FEE: ₹ 1500 + 18% GST = ₹ 1770**

FOR REGISTRATION PLEASE LOG ON :

[www.niesbud.nic.in](http://www.niesbud.nic.in)

(Forthcoming Programmes)



FOR FURTHER DETAILS ,PLEASE CONTACT

Sh. D.K. SINGH  
Programme Director

Mob: 9868977675,

Email ID: [dksingh@niesbud.gov.in](mailto:dksingh@niesbud.gov.in)

MS. TANUSHREE SINGH  
Consultant

Mob: 9958072556

Email ID: [tanushree2092@gmail.com](mailto:tanushree2092@gmail.com)

## ABOUT NIESBUD



The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention.

NIESBUD has provided training to 12,24,433 persons as of March 31, 2020 through 46,438 different training programmes since inception. This includes 5,011 international participants hailing from more than 145 countries throughout the globe.

**Online two days**

## **DESIGN THINKING WORKSHOP**

Design thinking informs human centered innovation Design thinking is a deeply human process that taps into abilities we all have but usually gets overlooked by more conventional problem-solving practices. It relies on our ability to be intuitive, to recognize patterns, to construct ideas that are emotionally meaningful as well as functional, and to express ourselves through means beyond words or symbols. Nobody wants to run an organization on feeling, intuition, and inspiration, but an over-reliance on the rational and the analytical can be just as risky. Design thinking provides an integrated third way.

### **Objectives**

- ✚ To impart entrepreneurial knowledge and strengthen entrepreneurial competencies.
- ✚ To help in selecting the right type of project and products for business ideas.
- ✚ Leverage the design thinking approach to generate better solutions.
- ✚ Help participants conduct ideality thinking and problem-solving.
- ✚ To acquire necessary creative skills required to run the enterprise.
- ✚ To provide post-training assistance through Mentoring and handholding support;

### **Target Audience:**

- ✚ Students, Drop Out, Budding/ Existing Entrepreneurs, Women and those who are interested to start a business and those who want to enhance their creativity for a problem solving based approach.

### **Course Contents**

The Course Contents will exclusively focus on Design Thinking as a tool for enhancing creativity for better Business Management and Entrepreneurial Skill Development. The Training will be conducted through the online training portal of NIESBUD that will help participants

- To conduct ideality thinking and problem-solving.
- To expose the aspirants to Characteristics, culture and challenges of an entrepreneur.
- Incorporate and synergies user, business and technology perspectives in projects, programmes and products/services

- To develop a user centric mind-set for building user-cantered solutions.
- Entrepreneurial Motivation, Business Opportunities Identification, Types of Enterprises, Product Marketing, Business plan preparation and Entrepreneurship Support Eco- system, etc. in order to promote self-employment along with a Design Thinking approach as a career option for the participants.

### **Session Plan**

The sessions will focus on the knowledge, skill, attitude and practice framework to bring about the desired change. The sessions are designed keeping in mind the background of the participants to enhance their knowledge on entrepreneurship ecosystem. The session will cover broader aspects of Design Thinking, Problem Solving Approaches, Design Process, entrepreneurial motivation, networking and leveraging government schemes and polices of supporting entrepreneurship. The sessions for the programme are placed below:

SESSION	FACULTY	SESSION DETAILS
<b>CHARACTERISTICS OF AN ENTREPRENEUR</b>	<b>Dr. Poonam Sinha</b>	The session objective is to upgrade the knowledge and skills of the participants on characteristics of an entrepreneur. The session will help the participants to understand the different characteristics through various behavioural exercises and case studies. The trainees would be able to understand what are the different characteristics required to become an entrepreneur by the end of this module.
<b>ENTREPRENEURIAL MOTIVATION (EMT-LAB)</b>	<b>Ms. Rekha Bhardwaj</b>	The session objective is to upgrade the knowledge of the participants on Entrepreneurial motivation.  It will help the participants to understand the process of how a seemingly ordinary individual can transform into a powerful businessman, who can create opportunities for themselves and help in maximizing wealth and economic development by enhancing their entrepreneurial spirit.
<b>INTRODUCTION TO DESIGN THINKING</b>	<b>Ms. Veronika Patil</b>	The session objective is to start the raw thinking process and moving towards the idea generation stage to make skilful and productive item.  It will help the participants to Work with raw thoughts and creative bent of mind, Idea generation, State of mind and motivating them to enhance their Design Thinking abilities.
<b>DESIGN THINKING AND PROCESS OF IMPLEMENTATION</b>	<b>Ms. Veronika Patil</b>	The session objective is to empower the trainees with the knowledge and skill which will help them to solve a Design Problem This session helps the participant <ul style="list-style-type: none"> <li>• Defining problem</li> <li>• Availability of resources</li> <li>• What is design problem?</li> <li>• Why to solve through design</li> <li>• Researching and comparing</li> </ul>

<p><b>BRAINSTROMING – The guide to Design Thinking</b></p>	<p><b>Ms. Tanushree Singh</b></p>	<p>The session objective is to understand the first process of Design Thinking in brief. It will create the mind map in mind of participants to enable them to move forward with creative built through the journey of this training.</p>
<p><b>CORE OF DESIGN AND ANALYSIS</b></p>	<p><b>Ms. Veronika Patil</b></p>	<p>The session objective is to upgrade the knowledge and skills of the participants on 360-degree usage of Design Thinking Process in varied fields. The session will help the participants</p> <ul style="list-style-type: none"> <li>• Purpose of design thinking</li> <li>• Value of Design</li> <li>• Reaching through research and innovation</li> <li>• Use of design with purpose solving</li> <li>• Benefits of Design thinking</li> </ul>
<p><b>INNOVATION in DESIGN &amp; CREATIVE THINKING PROCESS</b></p>	<p><b>Ms. Veronika Patil</b></p>	<p>The session's objective is to understanding the to sell a particular product to a customer using multiple brand awareness strategies. It will also include the creative ways to pitch in a product to general public.</p>
<p><b>ENTERPRISE MANAGEMENT</b></p>	<p><b>Mr. D.K. SINGH</b></p>	<p>The session objective is to upgrade the knowledge and skills of the participants on enterprise management. The factors affecting success of an enterprise by adopting best practices is the aim of deliberation. The session will help the participants to understand the different steps of enterprise management.</p>

## FACULTY PROFILE

<b>Ms. Neelam Shami Rao, IAS Director General, NIESBUD</b>	Ms. Neelam Shami Rao, IAS Officer, Madhya Pradesh Cadre of 1992 batch, is the Academic and Administrative Head of the Institute.
<b>Dr. Poonam Sinha Director Entrepreneurship Education</b>	A dynamic professional with a career spanning over 25 years, she has done her Doctorate in Psychology from BHU. Has been known and regarded as an Expert in Entrepreneurship Development, Women Empowerment and Advocacy for promoting Entrepreneurship across the nation.
<b>Ms. Veronika Patil</b>	A NIFT Alumni and has a work experience in the field of Design of 6 years with additional rich experience of industry. A UGC –NET Qualified university professor and expert in Design Thinking .
<b>Ms. Tanushree Singh</b>	A NIFT Alumni and has a work experience of 5 years. Worked with Ministry of Textiles on Design Thinking Projects. Worked in Fashion Industry as Fashion Consultant. A MBA in Human Resource Management and Strategy Management from MDI-Gurgaon.
<b>Ms. Rekha Bhardwaj Senior Advisor</b>	She has a total work experience of 33 years in BHEL and has superannuated
<b>Mr. D K. Singh Chief Consultant</b>	. With work experience of over 25 years in the field of Training and development, he is recognized for entrepreneurship training and enterprise management.

## Programme Schedule

**Login :-08-09 SEPTMBER- 2020, 10:30 AM to 04:30 PM**

Date	Session	Timing	Topic	Faculty Name
------	---------	--------	-------	--------------

12/09/2020	I	10: 30 AM to 11:30 AM	Characteristics of an Entrepreneur	Dr. Poonam Sinha
12/09/2020	II	11:45 AM to 12:45 PM	Entrepreneurial motivation (emt- lab)	Ms. Rekha Bharadwaj
12/09/2020	III	01:30 PM to 02:30 PM	Introduction to design thinking	Ms. Veronika Patil
12/09/2020	IV	02:45 PM to 3:45 PM	Design Thinking and process of implementation	Ms. Veronika Patil
13/09/2020	I	10:30 AM to 11:30 AM	Brainstorming-The guide to Design Thinking.	Ms. Tanushree Singh
13/09/2020	II	11:45 AM to 12:45 PM	Core of Design and Analysis	Ms. Veronika Patil
13/09/2020	III	01:30 PM to 02:30 PM	Innovation in Design & creative thinking process	Ms. Veronika Patil
13/09/2020	IV	02:45 PM to 03:45 PM	Enterprise Management	Mr. D.K. Singh
13/09/2020	V	04:00 PM to 04:30 PM	live open discussion between participants & Program Director	Mr. D. K. Singh

For queries, please contact:

**Ms. Tanushree Singh**  
**Consultant**  
**9958072556**  
**Tanushree2092@gmail.com**

**Mr. D. K. Singh**  
**Programme Director**  
**9868977675**  
**[dk Singh@niesbud.gov.in](mailto:dk Singh@niesbud.gov.in)**