Institution's Innovation Council

Saurashtra University Rajkot

"Design Thinking, Critical Thinking and Innovation Design"

23rd February 2024

At
Seminar Room,
Dr. APJ Abdul Kalam Science Laboratory,
Incubation Centre,
Saurashtra University, Rajkot

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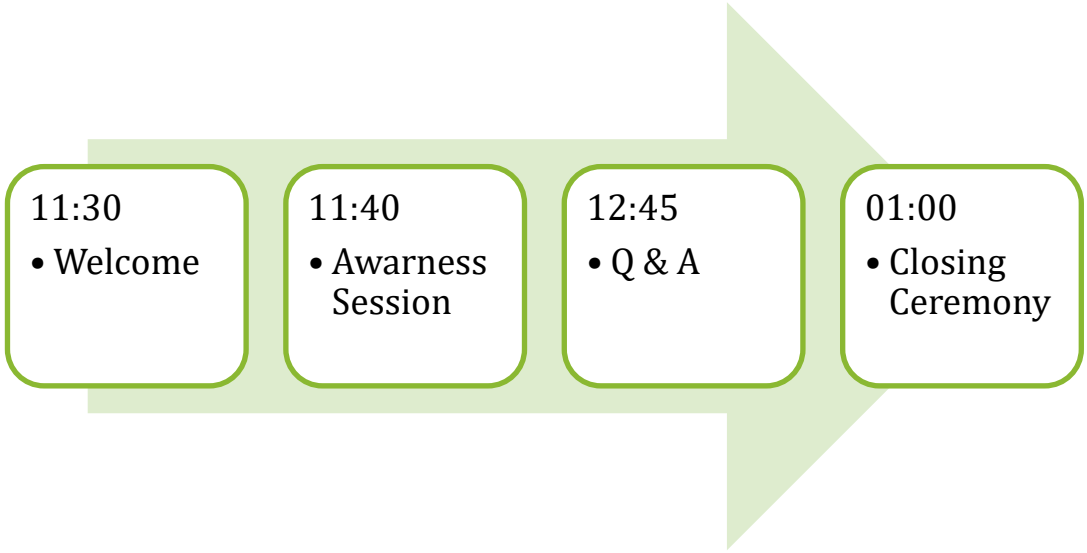
Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service), Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule



Event Registration Link

bit.ly/SUEC-BDH

Brief about Event

Saurashtra University's Start-Up and Entrepreneurship Council, in collaboration with the Department of Nano Science and Advanced Materials, hosted a seminar on "Design Thinking, Critical Thinking, and Innovation Design" on February 23, 2024. Event start with welcome speech and gift of token of appreciation.

Sir start session with one question “what is evolution?” and sir answer this with an example. Sparrow, Cat, Monkey, Dog they evolve but why they are not evolving with us, only we are evolving. So, we have to compare that when a sparrow makes a nest and we build a house. But every sparrow's nest is similar but when we build it is different like 1 BHK, 2 BHK with parking and without parking. They are not creative they are not innovative that’s why they live the same life.

After that sir explained important keywords for that day 1. research, 2. benchmark, 3. concept, 4. innovation, 5. innovation index, 6. engineering detailing, 7. validation, 8. impact, 9. user and experience. When we apply something as a design process there are four-part in design research, concept ideation, product detailing and product prototyping never do anything without research in life if you want to progress. Then sir discuss design process in detail to make understand how this is going to implement from design research to prototype developing. When we process a design, we create something new we try to put some innovation index into them, we try to create some user experience, we try to create a brand and we try to create business around that. then sir said about PUVA or photochemotherapy is a type of ultraviolet radiation treatment (phototherapy) used for severe skin diseases and UVA, UVB Radiation. Now responsibility of a doctor how much dose given to patient because wrong dose makes a problem. Benchmarking is necessary as it provides a valuable tool for learning, improvement, and innovation. It enables organizations to stay competitive, enhance efficiency, and continuously evolve in response to the changing business landscape. Product design is not important Product design for brand design is important. designer need to thinks ideal x solution that is always correct approach.

Afterward students understand regarding Phototherapy machines for babies are primarily designed to treat neonatal jaundice. They emit a specific type of light that helps break down excess bilirubin in the baby's body. The design of these machines is often compact and tailored for use in neonatal care units or at home. They may come in the form of a bed or a lamp that can be positioned over the baby. Phototherapy machines for babies are equipped with safety features to protect the infant's eyes and skin. Special eye shields are often used to block the light from directly entering the baby's eyes. Then they learned about A sustainable economy is centered around the idea of meeting the needs of the present without compromising the ability of future generations to meet their own needs. This economic model aims to balance economic growth, social equity, and environmental stewardship. Implementing strategies to minimize negative environmental impacts, such as reducing carbon emissions, conserving biodiversity, and promoting sustainable land use. A circular economy is an economic model designed to minimize waste and make the most of resources. A circular economy focused where materials are reused. Maximizing the use of resources by promoting strategies such as recycling, upcycling, and refurbishing products to extend their lifespan. Designing products with a focus on durability, repairability, and recyclability to reduce the generation of waste. Minimizing waste by repurposing materials, encouraging responsible consumption, and reducing the disposal of items into landfills.

Key Points

During the session, below mentioned points were discussed:

- Evolution and diversity
- Creativity and innovation in human evolution
- Introduction of design process keywords
- Importance of research
- Four parts of design process
- Creation of innovation index
- Introduction to PUVA or photochemotherapy
- Benchmarking in innovation
- Product design for brand design
- Understanding phototherapy machines for babies
- Sustainable and circular economy
- FAQs related to Design & Innovation?

Outcome

In today's session, Students delved into the concept of evolution by comparing how animals like sparrows, cats, monkeys, and dogs evolve differently from humans. While we, as humans, showcase creativity and innovation in our living spaces, animals tend to follow same patterns. The importance of key design process keywords like research, benchmark, concept, innovation, and user experience was emphasized. The design process, from research to prototyping, was discussed, highlighting the need for thorough research to drive progress.

The application of design involves creating something new, innovative, and user-centric, contributing to brand development and business success. The session also touched upon the significance of responsible medical practices, using the example of PUVA or photochemotherapy. Benchmarking was introduced as a crucial tool for organizational learning and continuous improvement. The importance of product design for brand identity was stressed, emphasizing the designer's role in ideating ideal solutions. The latter part of the session focused on the purpose and design of phototherapy machines for babies, as well as insights into sustainable and circular economies, promoting responsible resource use and waste reduction.

About the Speaker/Chief Guest

Mr. Bhavin Dabhi	Co-Founder and Studio Head UDLAB, Rajkot

SSIP
SEC
StartUp
INSTITUTION'S INNOVATION COUNCIL
UNIVERSAL Design Innovation Lab
DESIGN THINKING, CRITICAL THINKING AND INNOVATION DESIGN
Mr. Bhavin Dabhi
Co-Founder and Studio Head
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Rajkot-Gujarat
Date: 23 February, 2024
Time: 11:00am - 12:30pm
Saurashtra University's Start-Up and Entrepreneurship Council & IIC, in collaboration with Department of Nano-Science and Advance Material, is hosting a seminar on "Design Thinking, Critical Thinking, and Innovation Design" on February 23, 2024.
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Seminar Room, Dr. APJ Abdul Kalam Science Laboratory, Incubation Centre, Saurashtra University

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