Institution's Innovation Council
Saurashtra University Rajkot

PROBLEM SOLVING AND IDAETION WORKSHOP

21ST NOVEMBER 2024

Seminar Room, Department of Pharmaceutical Sciences,
Saurashtra University, Rajkot.

Contents

Saurashtra University   www.susec.ac.in

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

11:00AM	Registration Time
11:15AM	Welcome
11:20AM	Awareness Session by Dr. Sachin K. Parmar
01:00PM	Lunch Time
02:00PM	Awareness Session by Dr. Mital Kaneria
03:45PM	Programme Feedback - Conclusion
04:00PM	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-SW-HRF

Brief about Event

Session organized by the SU Startup and Entrepreneurship Council, IIC Saurashtra University in collaboration Department of Pharmaceutical Sciences, and Department of Biosciences, Join us as we bring together industry experts, Dr. Sachin K. Parmar and Dr. Mital Kaneria, to guide you through the latest problem-solving techniques and ideation strategies. this is an opportunity you won't want to miss. On November 2024 11:00am to 4:00pm.

These techniques help individuals and teams identify, analyze, and solve challenges effectively. Some popular problem-solving techniques include:

Dr. Sachin k. Parmar explain that Root Cause Analysis This technique focuses on identifying the root cause of a problem rather than just addressing its symptoms. Common methods include the 5 Whys (asking "Why?" five times) or Fishbone Diagram (Ishikawa diagram). Brain storming A group technique for generating ideas without judgment, encouraging free thinking and the sharing of wild or unconventional ideas to solve a problem. Mind Mapping A visual tool for organizing information, helping to identify relationships between concepts and ideas related to a problem. SWOT Analysis A framework for analyzing the Strengths, Weaknesses, Opportunities, and Threats associated with a problem or decision, helping teams understand all aspects of an issue. The 6 Thinking Hats Developed by Edward de Bono, this method involves looking at a problem from six different perspectives (emotional, factual, critical, creative, process, and overall viewpoint) to explore various aspects of a solution. Trial and Error A simple but effective method where different solutions are tested, and the one that works best is chosen. It's useful for less complex problems or when uncertainty exists.

Design Thinking A human-centered, iterative approach to problem-solving that includes understanding the user, defining the problem, ideating, prototyping, and testing. The PDCA Cycle (Plan-Do-Check-Act) A continuous loop of planning, implementing, checking results, and making adjustments. It's commonly used in process improvement and quality control

Dr. Mital Kaneria awareness session on Ideation Strategies Ideation refers to the process of generating, developing, and communicating ideas. These strategies aim to stimulate creativity and innovation, and they include. Brainstorming As mentioned in problem-solving, brainstorming can also be used as an ideation strategy where a group generates a wide variety of ideas, then selects the most promising ones for further exploration. SCAMPER A technique that prompts creative thinking by encouraging people to think about a product or idea in different ways. It stands for:

Substitute
Combine
Adapt
Modify
Put to another use
Eliminate
Rearrange

Mind Mapping This can also serve as an ideation strategy, where ideas and concepts are visually connected, allowing for easy exploration of different possibilities. Reverse Thinking A method where you think about the opposite of what you want to achieve to uncover new ideas. For example, if you want to increase sales, you might think about ways to decrease sales and reverse-engineer solutions from that. Role Storming In this technique, participants take on different roles or personas (e.g., a customer, competitor, or expert) to generate ideas from different perspectives. The 6-3-5 Method In a group, six people write down three ideas in five minutes, then pass them to the next person, who builds on or adds to the ideas. This process continues for several rounds, leading to a variety of solutions. Affinity Diagramming After brainstorming, this method groups similar ideas together into categories to organize them and highlight patterns. Bodystorming This is a physical form of ideation where participants act out scenarios or solutions in real-world environments to better understand a problem or idea.

Key Points

During the session, below mentioned points were discussed:

- Root Cause Analysis:
- Brainstorming:
- Mind Mapping:
- SWOT Analysis:
- The 6 Thinking Hats
- Trial and Error
- Design Thinking:
- The PDCA Cycle (Plan-Do-Check-Act):
- Reverse Thinking:
- Affinity Diagramming:
- Bodystorming

Outcome

When discussing problem-solving techniques and ideation strategies for students, it's important to recognize that these methods foster creativity, critical thinking, and collaboration. Such strategies help students develop essential skills in navigating complex problems, both in academic settings and real-world applications. These strategies and outcomes are highly applicable in academic settings, but also extend to real-life problem-solving, which is essential in preparing students for the future.

About the Speaker / Chief Guest

Dr. Sachin K. Parmar

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