Funded and supported by

Organized by

RV Institute of Management

CA 17, 36th Cross, 26th main4th T block, Jayanagar, Bangalore – 560041

Coordinator: Dr. Padmalini Singh, Associate Professor, RV Institute of Management

ABOUT THE TWO-DAY WORKSHOP

Two Day Workshop on 'Application of Design Thinking for Higher Education was organized by RV Institute of Management, Bangalore with the support of National Assessment and Accreditation Council (NAAC) New Delhi on 23rd & 24th Dec'22. The workshop participants were UG & PG faculty, research scholars and students from all over India.

RATIONALE OF THE WORKSHOP

Higher education is today adopting to rapid changes both with education policies changing and academics adopting with new technology. Change and adopting to new thinking in academics is the new normal. For enabling this changing mind set there is a need to adopt creative and problem-solving skill with much ease and that is offered as a frame work under design thinking.

OBJECTIVE OF THE WORKSHOP

Introduce the concept of design thinking and its application to the academic area.

Creative solution it can provide to make viable decisions for varied higher education issues or queries.

Use design thinking as a means to develop academic models that can meet the needs of changing academic needs.

METHODOLOGY ADOPTED FOR THE WORKSHOP

After receiving the approval letter and sanction order from National Assessment and Accreditation Council, a systematic approach was carried out by the department to conduct the workshop.

Planning for promoting of the workshop

Identifying the internal core team members to conduct the workshop

Preparation of workshop brochure (attached as Annexure)

Preparation of the workshop schedule

Assigning tasks to various team members

Approval from National Assessment and Accreditation Council.

Creating google forms for registrationCreating a zoom link for registration

Promotion of the programme on various platforms including emails, whatsapp, and social media and distribution of brochures in various colleges.

Formal Invitation sent to resource persons of various sessionsWorkshop successfully conducted as per the proposed schedule.

BROCHURE

NAAC funded workshop
organized by
RV INSTITTE OF MANAGEMENT

Application of design thinking in higher education

Using design thinking approach to solve the problems pertaining to Teaching-Learning-Evaluation and other problems like stakeholder engagement in higher education space

Date: 22nd & 23rd Dec, 2022

Time: 9:30 am to 5:00 pm

Venue: Workshop Hall, RVIM

click the below link to register

https://us06web.zoom.us/webinar/register/WN_adZ1t_JTScumltP1F6n4Lg#/registration

- Two days interactive sessions and training on Design thinking

- Certificate of participation

For more information
padmalinisingh.rvim@rvei.edu.in

PROGRAM SCHEDULE

DAY 1: 22ND DECEMBER	
Ice-Breaker	*9:00 AM – 9:30 AM*
Inaugural & Overview on Design Thinking	*9:30 AM – 10:00 AM*
Seminar & Workshop on Empathizing phase	*10:00 AM – 11:30 AM*
TEA BREAK - 11:30 AM – 11:45 AM	
Seminar & Workshop on Defining the problem	*11.45 AM – 1.15 PM*
LUNCH 1:15 PM – 2:00 PM	
Presentation of the problem statement problem mapping by each group	*2:00 PM – 3:00 PM*
TEA BREAK 3:00 PM – 3:10 PM	
Seminar & Workshop on Ideation	*3:10 PM – 4:45 PM*
DAY 2: 23RD DECEMBER 2022	
Recap	*9:00 AM – 9:15 AM*
Presentation of ideas by the groups	*9:15 AM – 11:00 AM*
TEA BREAK 11:00 AM – 11:10 AM	
Seminar & Workshop on Prototype development	*11.10 AM - 1.00 PM*
Presentation of Prototype	*1:00 PM – 2:00 PM*
LUNCH 2:00 PM – 2:45 PM	
Seminar & Workshop on Testing and Iteration of Ideas &Prototype	*2.45 PM – 4.00 PM*
A&A framework	*4:30 PM – 4:45 PM*
Summarizing, Feedback & valedictory	*4:45 PM – 5:00 PM*

SAMPLE REGISTRATION FORM

The registration link was created on Zoom for online participants.

Topic	APPLICATION OF DESIGN THINKING IN ENHANCING QUALITY EDUCATION
Description	ABOUT THE PROGRAMME This workshop will aid the participants to design and develop the learner centric pedagogy to overcome the impediments in teaching-learning evaluation process. DR. PURUSHOTTAM BUNG PROFESSOR & DIRECTOR, RV INSTITUTE OF MANAGEMENT WHAT WE OFFER Two days interactive sessions and training on Design thinking Certificate of participation

Registration Report

Report Generated: Dec 21, 2022 12:53 PM

Topic	Webinar ID	Scheduled Tim	Duration (min	# Registered	# Cancelle	# Approve	# Denied
APPLICATION OF DE	873 2435 3333	Dec 22, 2022 9	90	95	2	95	0

Attendee Details

First Name	Last Name	Email	Address	City	Country/R	Phone	Organizat	Job Title	Registrati	Approval :	Country/Region Name
Shaik	Khadar vali	khadarkajoos	18/603, marke	Ananthapur	IN	8.92E+09	Sanskriti s	Assistant	Nov 16, 20	approved	India
Manjunath	N	manjunathn.r	Rvim	Bangalore	IN	9.54E+09	Rvim	Lab techni	Nov 16, 20	approved	India
Shiva	Kumar	shivakumar.r	Jayanagar Ben	Bengaluru	IN	8.15E+09	RV Institu	Assistant	Nov 16, 20	approved	India
Dr. Bala	Koteswari	deanacademi	Behind Sri sat	Puttaparthi, Sri	IN	9.1E+09	Sanskrithi	Dean	Nov 16, 20	cancelled	India
Indwin E	Joel	indwinjoel@g	Chennai	Chennai	IN	9.99E+09	Anubavan	Senior Ma	Nov 16, 20	approved	India
Dr D Rajesh	Babu	rajeshbabu@s	Sathya Sai Dist	Puttaparthi	IN	9.06E+09	Sanskrithi	Assistant	Nov 16, 20	approved	India
Shreesha	R	shreeshar32@	Rameshnagar	Bangalore	IN	8.55E+09	Oxbridge	Assistant	Nov 16, 20	approved	India
Meera	Meera	mmeerababu	1028 3 Rd main	Bangalore -40	IN	9.92E+09	SJRC	HOD depa	Nov 16, 20	approved	India
Sujatha	G L	sujatha@pim.	Assistant prof	Udupi	IN	9.45E+09	Poornapra	Assistant	Nov 16, 20	approved	India
Musavir	Ul Habib	habibmusavir	Government D	Srinagar	IN	9.02E+09	Departme	Assistant	Nov 16, 20	approved	India
Dr. Prasad	K	pgkulkarni139	GFGC Haliyal	Haliyal	IN	7.41E+09	GFGC Hali	Assistant	Nov 16, 20	cancelled	India
Bindu	Nambiar	dr.bindunamb	B1	Bangalore	IN	9.81E+09	Self	Trainer	Nov 16, 20	approved	India
Parvati	Agrahari	parvatiagraha	396C/1B/1, Ch	Allahabad	IN	9.46E+09	Departme	Research	Nov 16, 20	approved	India
Vandana	Shree	Vandana.shre	Nsjksksjdhsh	GWALIOR	IN	8.98E+09	Pimg	Admission	Nov 16, 20	approved	India
Yogesh	Sharma	yogs343@gma	Dd nagar	Gwalior	IN	8.83E+09	Byjus	Business	Nov 16, 20	approved	India
Aniket	Verma	av9708118@g	Gautam nagar	Gwalior	IN	7.57E+09	No	Part time	Nov 16, 20	approved	India
Sunil	Kumar	Sunilkumarsit	DDU Campus M	Motihari	IN	8.25E+09	MGCUB	Research	Nov 16, 20	approved	India

Sample of the registrations received

INVITATION TO JOIN THE PROGRAMME
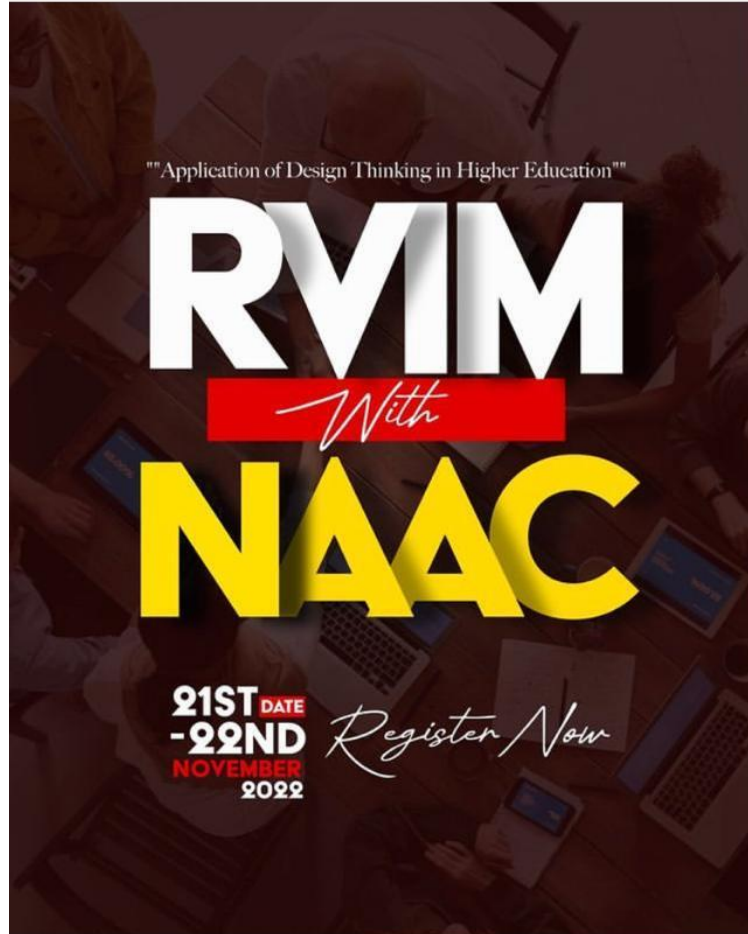

LinkedIn Marketing

WhatsApp Marketing

rvim_official

Instagram Marketing

ZOOM MEET JOINING LINK

Topic: APPLICATION OF DESIGN THINKING IN ENHANCING QUALITY EDUCATION
Time: Dec 22, 2022 09:00 AM India
    Every day, until Dec 23, 2022, 2 occurrence(s)
    Dec 22, 2022 09:00 AM
    Dec 23, 2022 09:00 AM
Please download and import the following iCalendar (.ics) files to your calendar system.
Daily: https://us06web.zoom.us/meeting/tZcrcu-tqjgrGtPgwF0wBQVZFI0JS-AjarIK/ics?icsToken=98tyKuGrqD4sH9CWsRmARpwqBI_4M-_wiHZcjbdtmwjDUzdxUzXMEMsSGIEyMdLR

Join Zoom Meeting
https://us06web.zoom.us/j/83656543107?pwd=Wk9FaDhoVVZyc3Z3eXVtZXYwcmtzQT09

Meeting ID: 836 5654 3107
Passcode: rvim
One tap mobile
+16699006833,,83656543107#,,,,*421116# US (San Jose)
+16892781000,,83656543107#,,,,*421116# US

PROCEEDINGS OF THE WORKSHOP

The Two Day Workshop on 'Application of Design Thinking for Higher Education', Day one of the workshop began with the Lighting of the lamp and a welcome address with a greeting to the session for part offline and online by Dr. Padmalini Singh, Coordinator of the programme. Before beginning the session, an ice-breaking session was planned to make all the participants feel comfortable with each other as the workshop required group efforts.

The resource person of the session Dr. Purushottam Bung was introduced and the session began with an overview of design thinking as a practice for finding solutions to problems that has not been addressed for a long. Dr. Bung began by explaining the initial phase when design thinking as was first proposed to the time when it gained popularity as one of the problem-solving techniques. To achieve the complete benefit of design thinking each possible solution has to be evaluated through the five-stage as proposed under the design thinking framework. The shopping cart case of IDEO that was developed through the design thinking process to solve all type of shoppers' problem was used to narrate the five stages in design thinking.

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Note:
    design thinking

Design thinking workshop is a structured approach to solving complex problems and creating innovative solutions by putting the end-users' needs and experiences at the center of the design process. The design thinking workshop process involves five main stages: Empathize, Define, Ideate, Prototype, and Test.
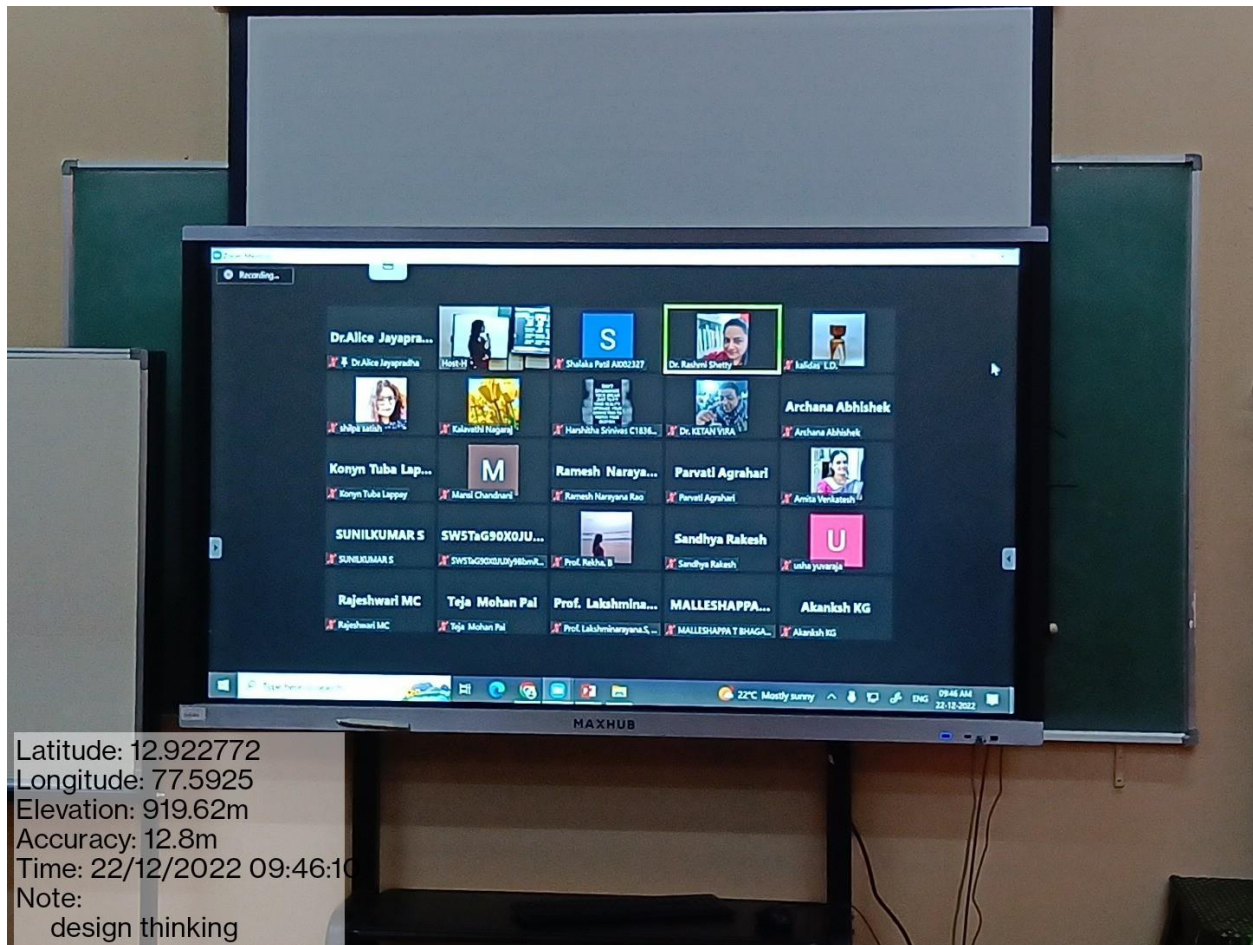
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Note:
    design thinking

Define:

The second stage is to define the problem statement based on the insights gained during the empathize stage. This stage involves synthesizing the data collected to identify the user's needs and challenges. The problem statement should be specific, actionable, and focused on the user's needs. The problem statement will be the foundation for ideation and prototyping.

Ideate:

The third stage is ideation, where the goal is to generate a large number of ideas to solve the problem. This stage involves brainstorming, ideation sessions, and other creative exercises to come up with new and innovative solutions. The key to ideation is to encourage free thinking and encourage participants to generate ideas that may seem wild or unconventional.

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Note:
    design thinking

Prototype:

The fourth stage is prototyping, where the goal is to turn the ideas generated during ideation into physical or digital prototypes. This stage involves creating tangible representations of the solutions to test and refine them. Prototyping can take many forms, from sketches to 3D models, and can be as simple or complex as required.
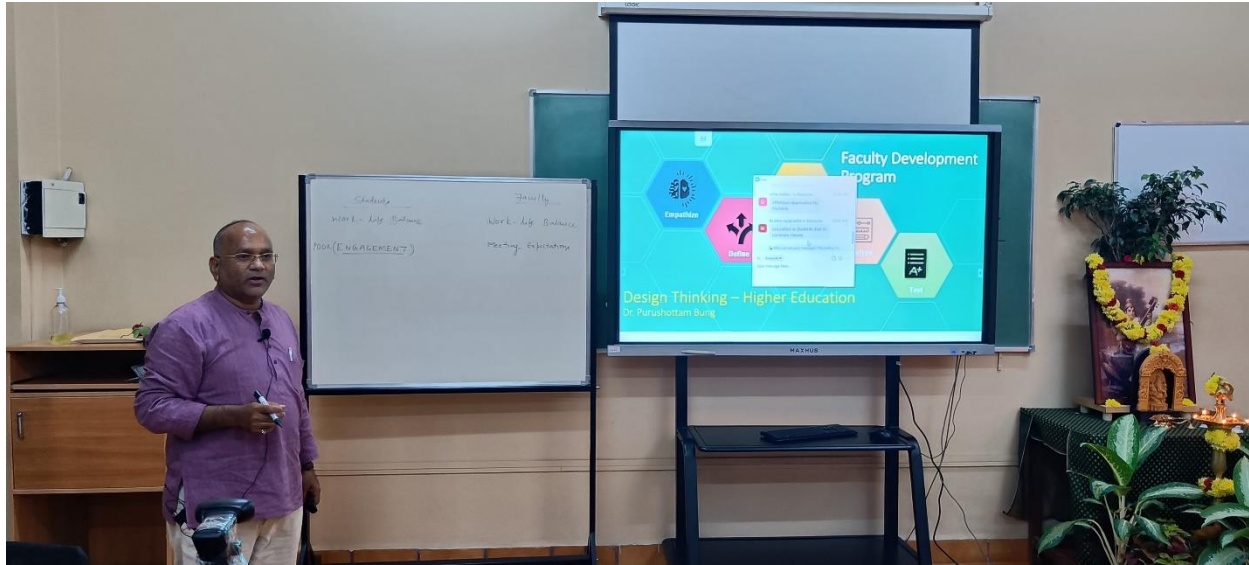
Test:

The final stage is testing, where the goal is to evaluate the prototypes and gather feedback from end-users or stakeholders. This stage involves user testing, feedback sessions, and other methods to evaluate the effectiveness of the solutions developed. Based on the feedback received, the prototypes can be refined, improved, or even completely reworked.

RESOURSE PERSON

Dr. Purushottam Bung, Professor & Director, RV Institute of Management
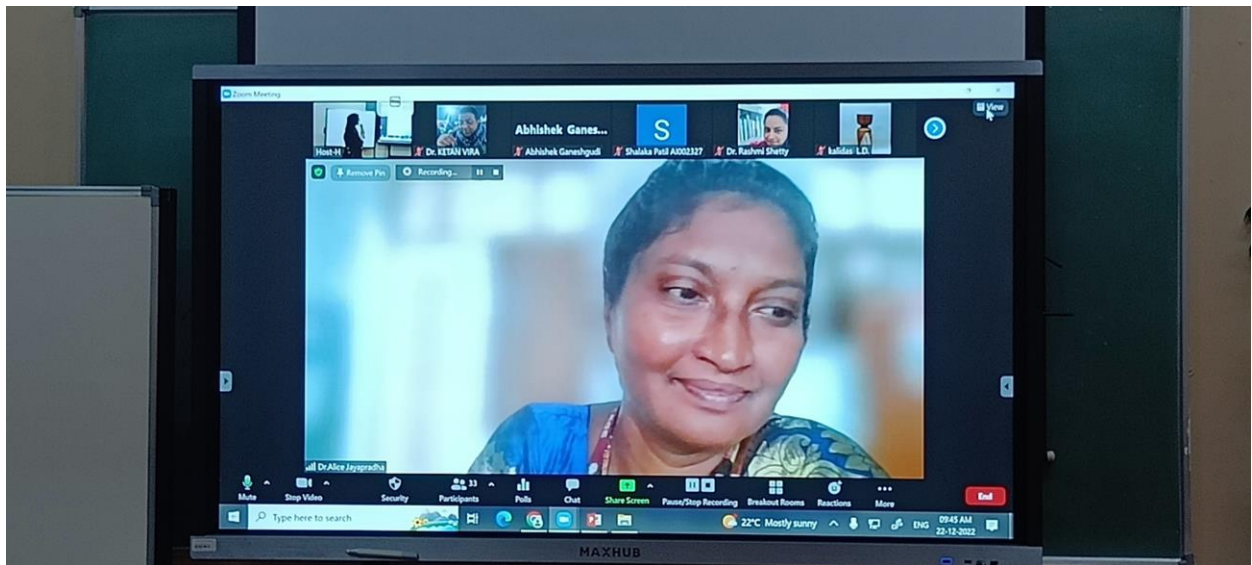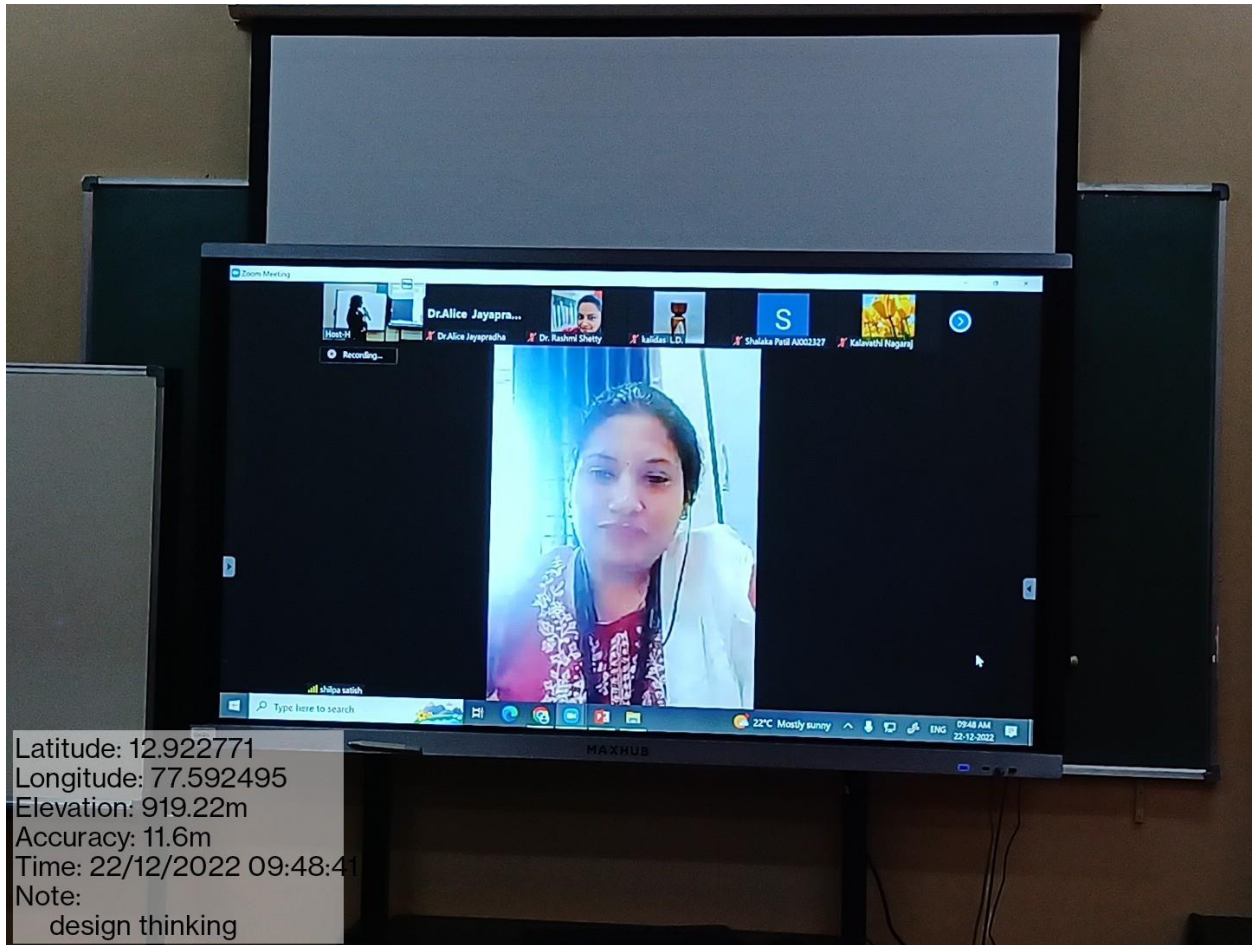
PROFILE OF THE RESOURCE PERSON: Dr. Purushottam Bung

B.E. (E&C), **PDMS** (Melbourne Business School, Australia), **MBA** (Monash University, Australia), **Ph.D** in Management (Karnataka University)

Professor and Director

R V Institute of Management Bengaluru: 560 041, Karnataka

Interest Area: Strategy, Entrepreneurship, Innovation and Yoga

- Dr. Purushottam Bung is an engineer with a rich experience of around 28 plus years in Academia and industry (domestic and international). He completed PGDMfrom Melbourne Business School, Australia, one of the top 10 B-schools in the world and MBA from Monash University, one of the top universities in the world. He has a rich part time entrepreneurial experience of around 10 plus years in the food processing industry.

- He is on the expert/advisory/editorial panel of many Institutions, Universities, NGOs and journals. He has presented and published 28 plus research articles in national and international refereed journals.

- Dr.Bung was conferred "***Best Academic Leader of the year***" by BMA(Bangalore

Management Association during 65th Anniversary Award -2022. He was conferred with '*Education leader of the year -2020 (pan India)*' as part of National Education Excellence awards in 2020; "*Enterprising Academic Leader of the year (South India)*" as part of National Education Excellence Awards in 2018. He was conferred with "*Distinguished Educator*" award in 2013. In 2015 he was awarded as '*Best Director of a B-school in Karnataka*' as part of education excellence awards – 2015. He is member of many Associations and Institutional bodies. He was elected the Fellow of *World Academy of Productivity Sciences* at Beijing, China recently. He is also a research fellow of *Institute of Productivity,UK*.

- Dr. Bung is offering management consultancy services to local Businesses, Institutions and entrepreneurs as well. He has undertaken several funded research projects in various domains. He has completed a HarvardX course in collaboration with Pearson Global and Ureka Education group, UK on '*Future of Learning*' and many MOOCs in the area of Design Thinking, Leadership, Negotiation and so on as part of continuous learning endeavor.

- Dr. Bung has been training professionals on Building Entrepreneurial Skills; Design Thinking; Leadership skills; and YOGA – the ultimate stress reliever and the most promising tool to achieve work-life balance. He has completed the *Foundation*

  Course in YOGA from BBAU, a Central University, Lucknow and is a qualified *YOGA Instructor* certified by YOGA Certification Board, Ministry of AYUSH, GOI.

- Dr. Bung worked as the professor and Director at KLS IMER, Belgaum, Karnataka from July-2011 till January-2018 – One of leading Management Institutions of North Karnataka. During his tenure, the Institution bagged the NAAC accreditation with grade A (CGPA of 3.24); started Sandbox Incubation Centre in collaboration with Deshpande Foundation; Got the 2(f) and 12(B) recognition from the UGC; started preparations to become Autonomous Institution (It became one in 2020); and grew across all fronts.

- Currently he is working as Professor and Director at R V Institute of Management, a prestigious stand-alone Autonomous Institution of excellence at Bangalore which is part of prestigious RV group of Institutions. He is responsible for the growth of Institution across, all fronts, i.e.

Academics, Research, Consultancy, Extension and Outreach, Admissions, Placements, Alumni Relations, Industry Linkages, Collaborations (Domestic & International), Accreditations & Rankings, Usage of ICT in everything that we do, etc.

- During recent NAAC Reaccreditation, RVIM was graded with *A+ grade* (3.38 out of 4.0) and accredited by QS I-Gauge E-LEAD for E-Readiness. All these efforts have resulted in various recognitions and awards like; 'Best B-School of the Year 2020 – South India' and Improved rankings by various agencies like; Top 25 on pan India level on ROI; Top 10 in Bangalore Metro by Business India, The Week,Outlook, etc.

OTHER RESOURCE PERSONS

Dr. Padmalini Singh, Dr. Vinay Kumar and Prof. Uma Sharma, RV Institute of Management, Bangalore who have completed the Design Thinking course from Coursera offered by University of Virginia. They anchored the course and facilitated the workshop sessions throughout.
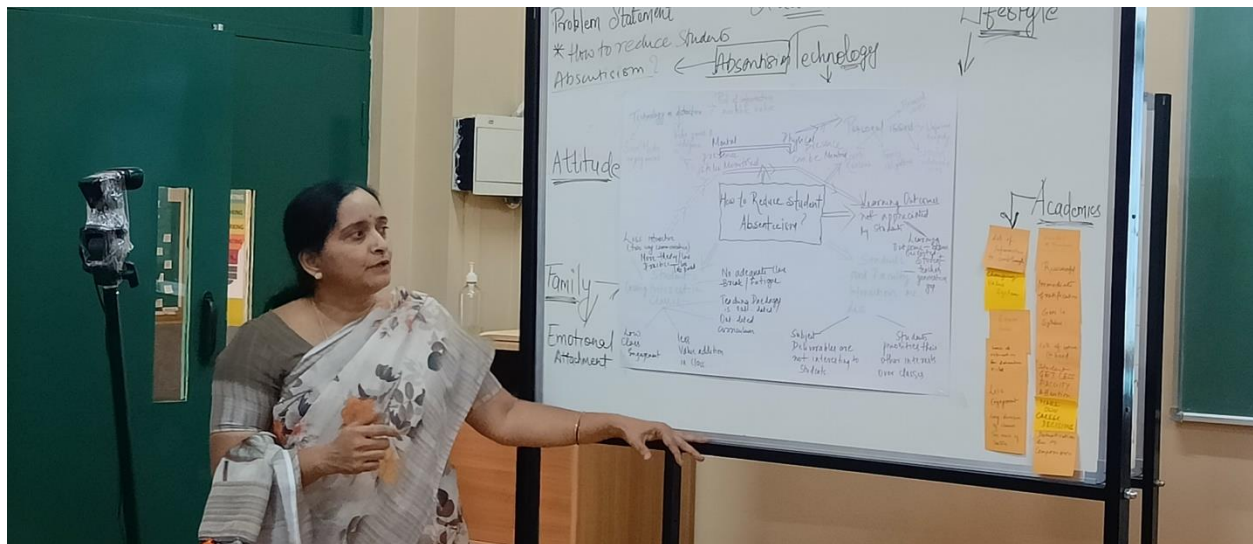
Dr. Uma Sharma explaining what is expected by the participants in a particular phase of Design Thinking activities.

Dr. Padmalini Singh explaining the expected work to be done by the participants in a specific phase of Design Thinking

Dr. Vinay Kumar explaining the context of Design Thinking phase.

Seminar & Workshop on Empathizing phase

Empathize:

The first stage of the design thinking workshop is to empathize with the end-users or stakeholders to understand their needs, experiences, and challenges. This involves conducting research, interviews, and observations to gain insights into the user's perspective. The goal is to identify the user's pain points, motivations, and behaviors to develop a deep understanding of the problem.

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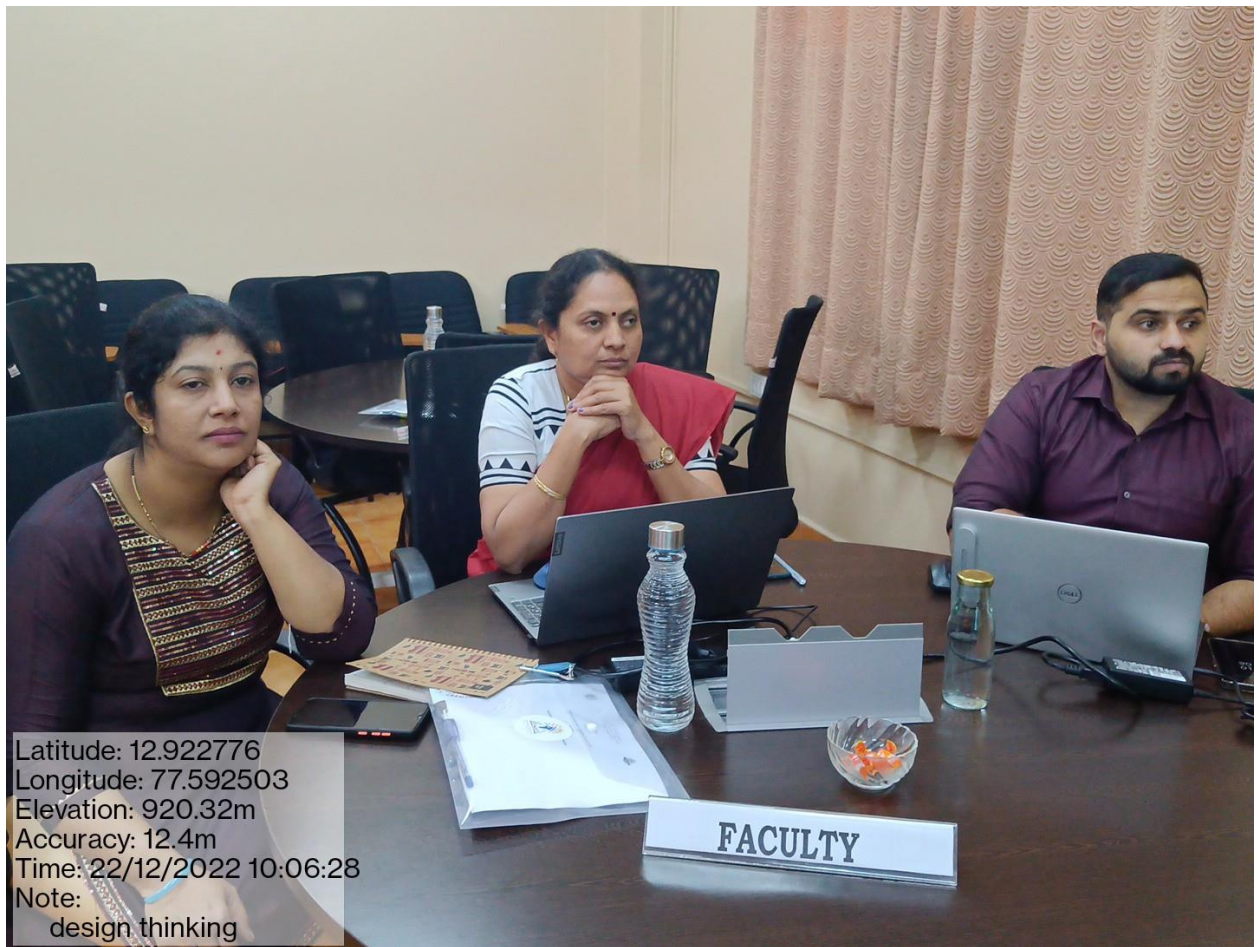
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Note:
        design thinking

Seminar & Workshop on Defining the problem

Firstly, a common session was taken by the resource person for basic understanding of design thinking concept by the audience. Then all the participants were divided into groups including both online and offline participants. Offline participants were provided with the stationaries items and were responsible to coordinate with the online team members to have discussions, seek suggestions and work on the design process. Offline participants had to propose one team leader to present their idea in each phase.

The sessions are as follows:

Define:

The second stage is to define the problem statement based on the insights gained during the empathize stage. This stage involves synthesizing the data collected to identify the user's needs and challenges. The problem statement should be specific, actionable, and focused on the user's needs. The problem statement will be the foundation for ideation and prototyping.

Presentation of the problem statement & problem mapping by each group
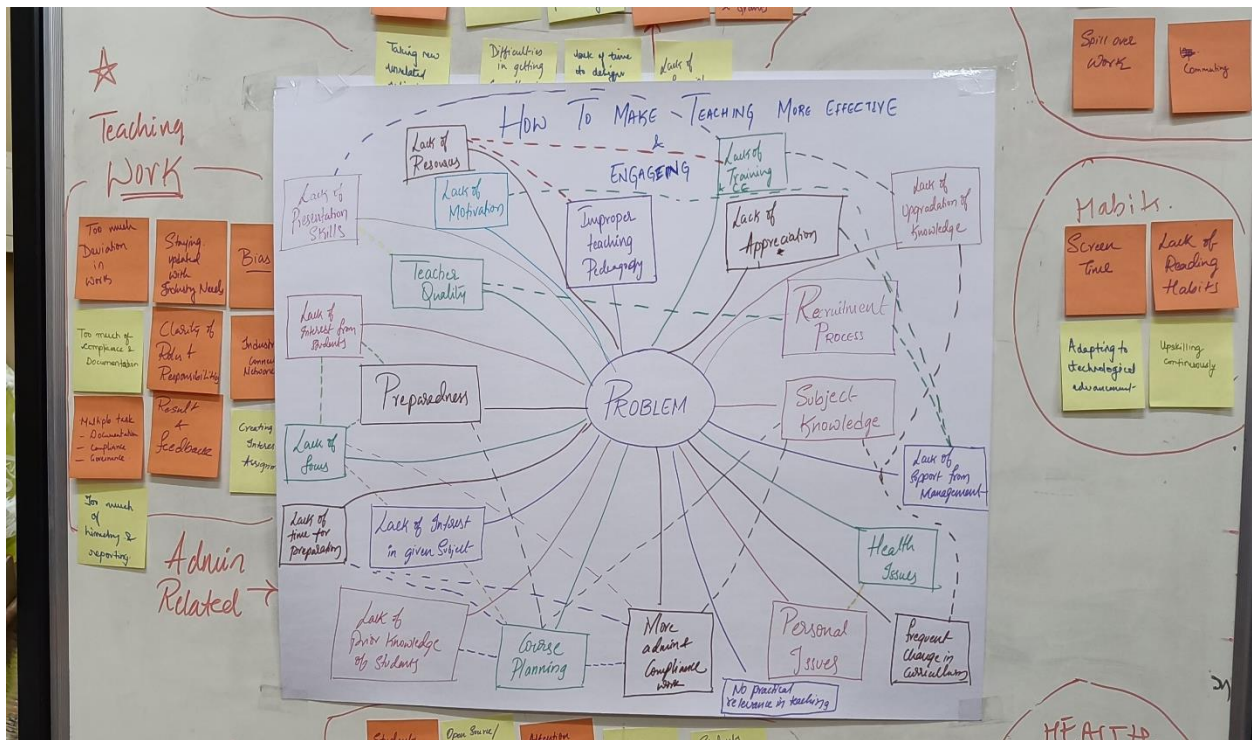
Seminar & Workshop on Ideation

Ideate:

The third stage is ideation, where the goal is to generate a large number of ideas to solve the problem. This stage involves brainstorming, ideation sessions, and other creative exercises to come up with new and innovative solutions. The key to ideation is to encourage free thinking and encourage participants to generate ideas that may seem wild or unconventional.
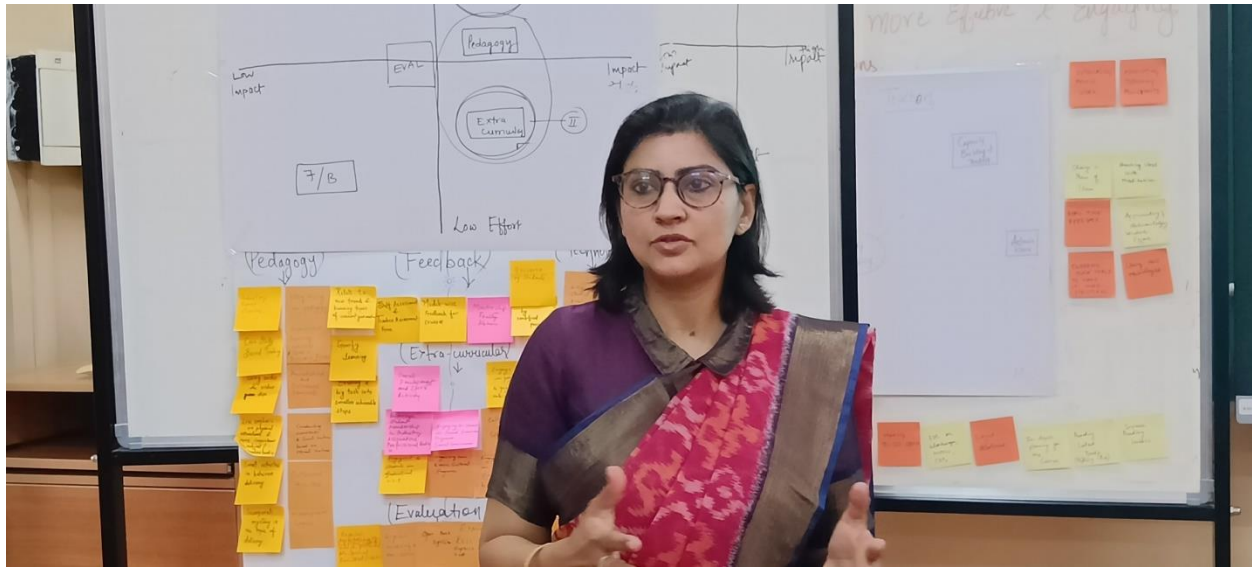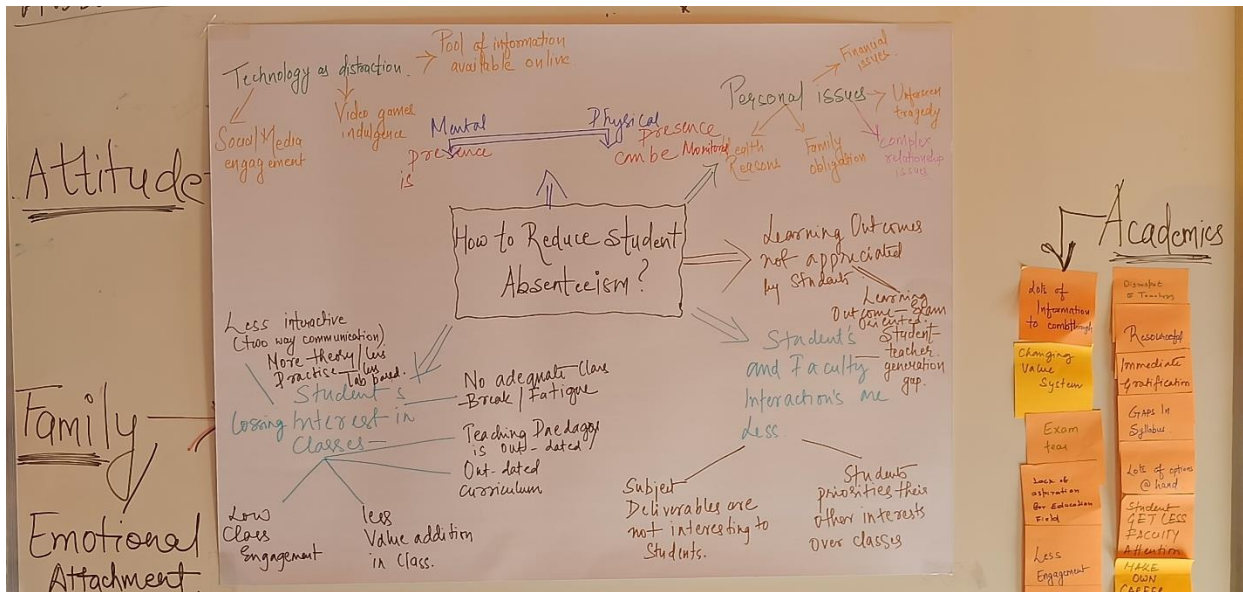
Presentation of ideas by the groups

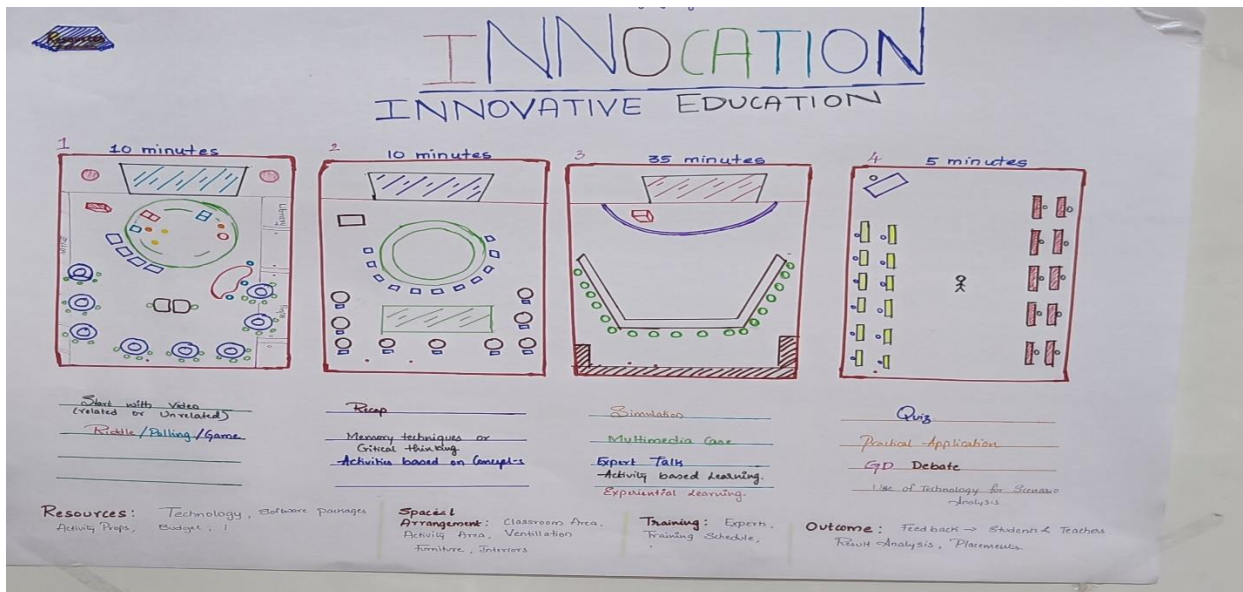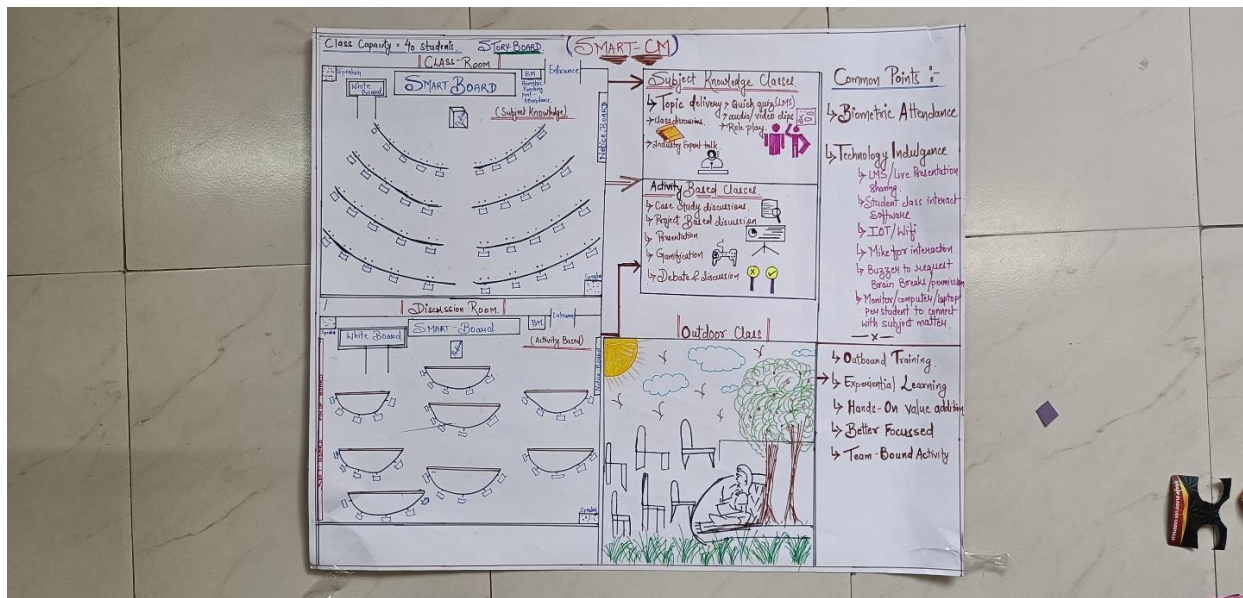*Seminar & Workshop on Prototype development*

Prototype:

The fourth stage is prototyping, where the goal is to turn the ideas generated during ideation into physical or digital prototypes. This stage involves creating tangible representations of the solutions to test and refine them. Prototyping can take many forms, from sketches to 3D models, and can be as simple or complex as required.

Presentation of Prototype

Technology as distraction → Pool of information available online

Social Media engagement

Video games indulgence

Mental Presence is

Physical Presence can be Monitored

Personal issues → Financial issues → Unforeseen tragedy

Family obligation → complex relationship issues

Health Reasons

How to Reduce Student Absenteeism?

→ Learning Outcomes not appreciated by Students

Learning Outcome - Exam oriented. Student - teacher generation gap.

Student's and Faculty Interactions are less

Less interactive (two way communication) More theory/less Practise, less lab based.

Student's Losing Interest in Classes

No adequate Class Break / Fatigue

Teaching Paedagogy is Out-dated / Out-dated curriculum

Subject Deliverables are not interesting to Students.

Students prioritises their other interests over classes

Low Class Engagement

less Value addition in class.

Attitude

Family

Emotional Attachment.

Academics

Lots of Information to contribute

Changing Value System

Exam fear

Lack of aspiration for Education field

Less Engagement

Disinterest of Teachers

Researched

Immediate gratification

Gaps in Syllabus

Lots of options @ hand

Student GET LESS Faculty Attention

MAKE OWN CAREER

SMART CM CONSULTANT

Solution Tm Better Class Room Experience For Faculty & Students.

PRIMARY GOALS

- Effective utilization of time.
- Inturn making Teaching effective.
- Improve student engagement.

TIMELINE FOR INITIATIVE

- 6 Months.

PRIMARY STAKEHOLDERS

- Teachers.
- Software Developers.
- Students.
- Industry Professionals.

KPI's
- Time Effective Management
- Student Engagement
- Teacher Feedback
- Academic Performance
- Placement.

TAGLINE

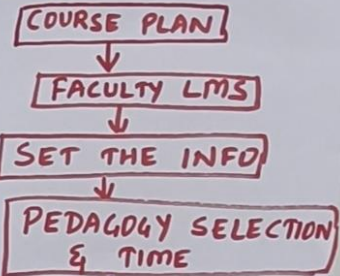# INNOCATION
INNOVATIVE EDUCATION.

KEY FEATURES

* Effectively managing class time.
* Real-Time access to different pedagogical tool.
* Future Retrieval of class activities
* Effective Planning & Course Delivery
* Effective Implementation.
*

BENEFITS OF THE INITIATIVE

* Break the Monotony in classes.
* Bring surprise elements throughout the class
* Creativity is enhanced.
* Enhanced Learning.
* Ease of Delivery.
* Enhance confidence in Teachers.

SKETCH OR CONCEPT DIAGRAM

I) CLASS PRE-PLANNING.

COURSE PLAN
↓
FACULTY LMS
↓
SET THE INFO
↓
PEDAGOGY SELECTION & TIME
↓

II) IMPLEMENTATION

LOGIN
↓
SELECT SUBJECT
↓
START.
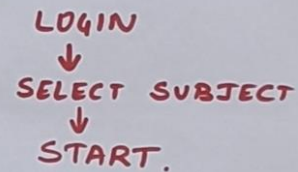
Course Plan — [- □ X]
- Login [____]
- Subject [____]
- Class [____]

Select Pedagogy — [- □ X]
- [____]
- Class [____]
- Pedagogy [Videos]
  [Riddle App]
  [Quiz]

Video — [- □ X]
- [Digital Marketing]
- Upload link Upload

Riddle — [- □ X]
- [Business puzzle]
- [Marketing puzzle]
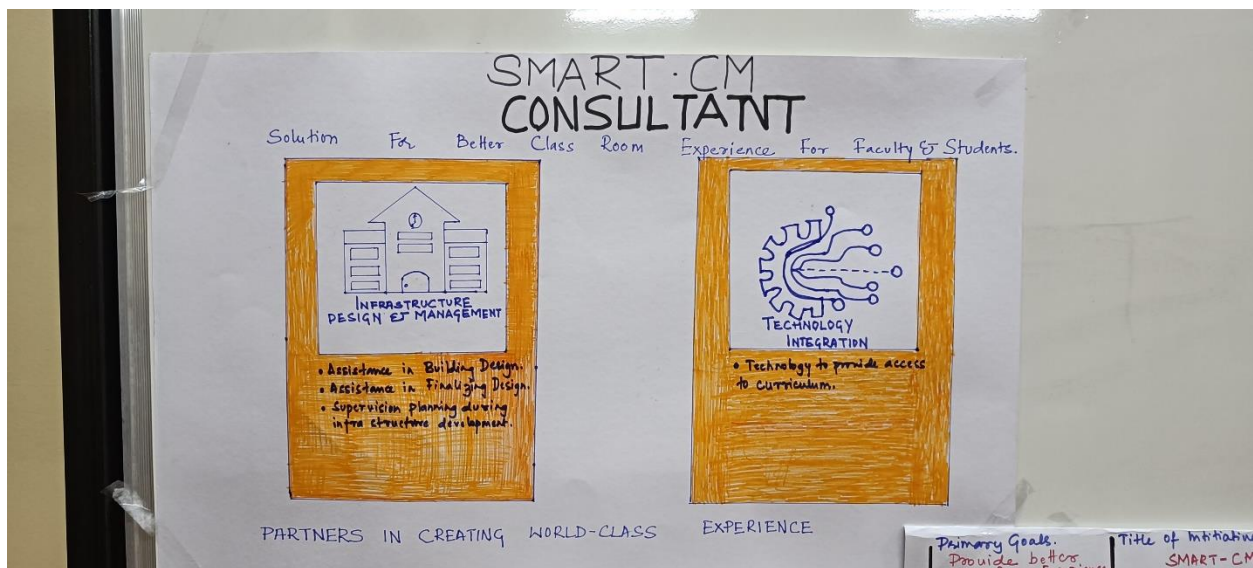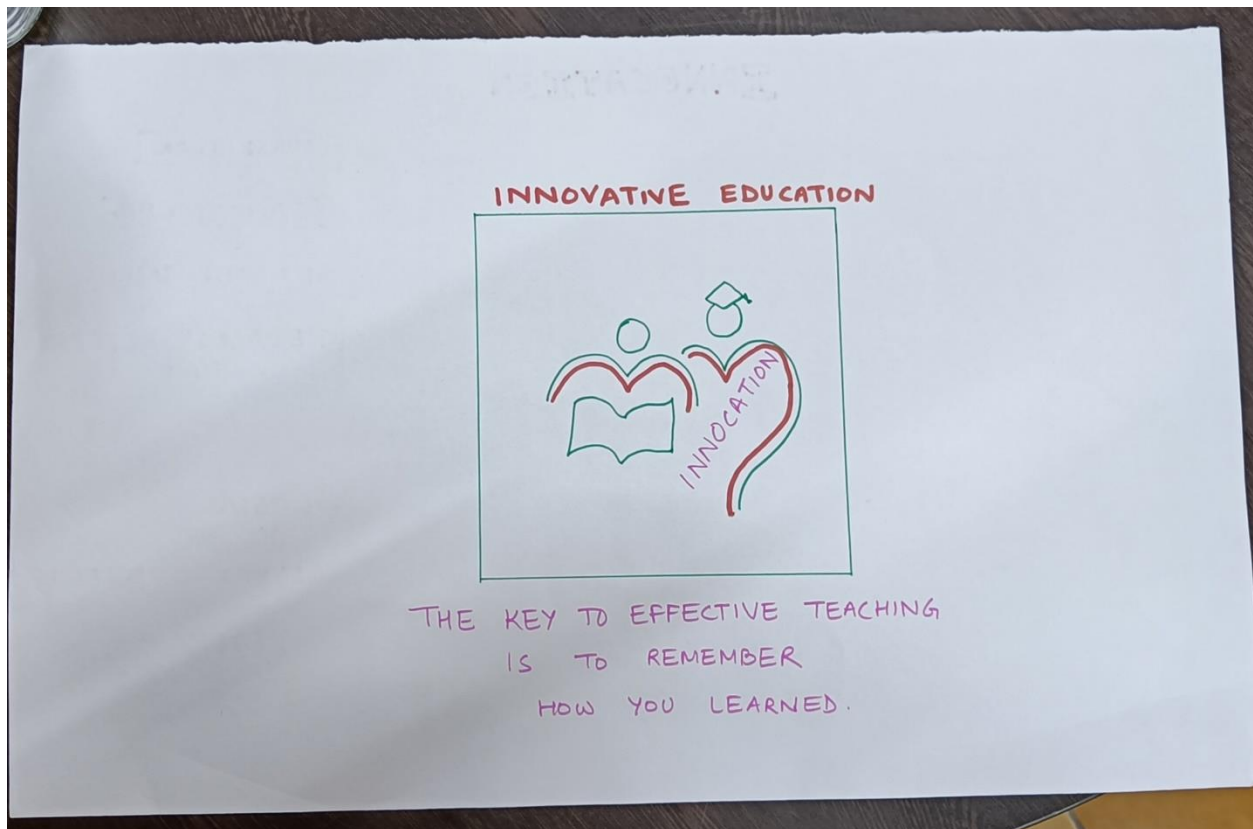
Video — [- □ X]
Riddle
Upload link.   [Feedback]

▶ (Play)

Play
[Logout]

*Seminar & Workshop on Testing and Iteration of Ideas &Prototype*

Test:

The final stage is testing, where the goal is to evaluate the prototypes and gather feedback from end-users or stakeholders. This stage involves user testing, feedback sessions, and other

methods to evaluate the effectiveness of the solutions developed. Based on the feedback received, the prototypes can be refined, improved, or even completely reworked.

The teams were given sufficient time to invite the audience for which they made the prototype and get their response on it. Further, teams modified the prototype after incorporating the suggestions.
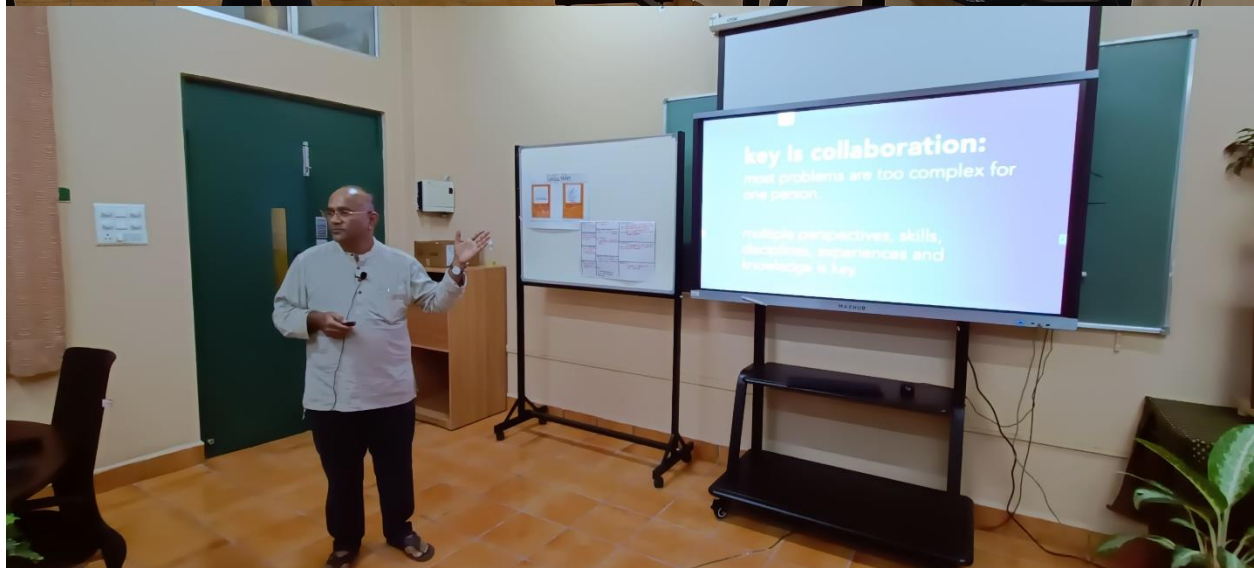
A&A framework

A&A framework was explained by Dr. Padmalini Singh, Associate Professor, RV Institute of Management, Bangalore to all the participants.
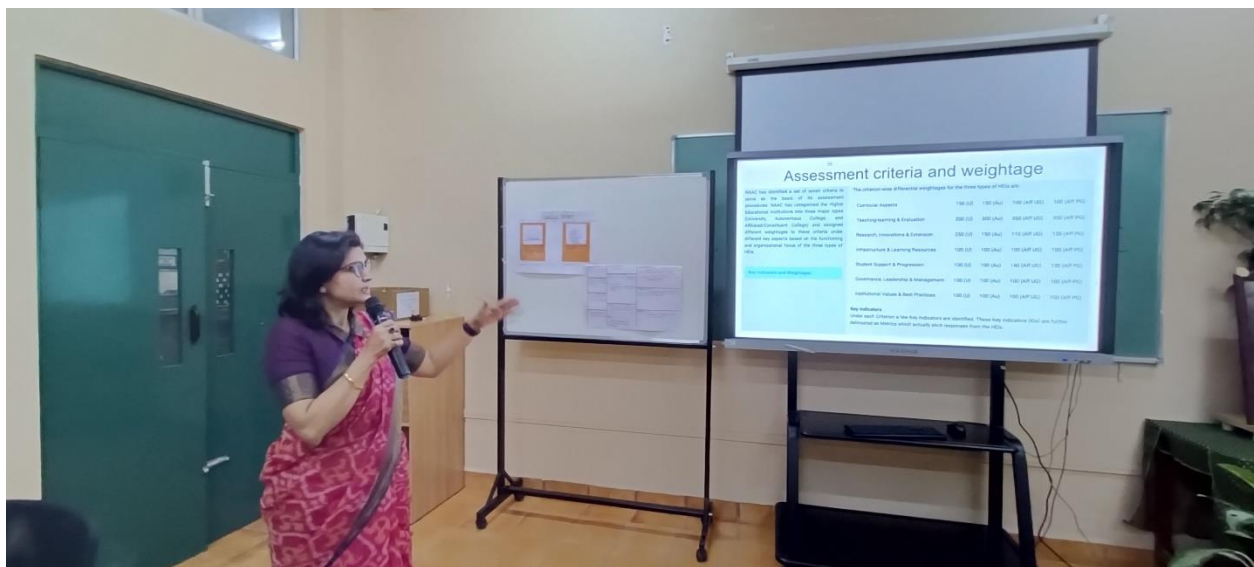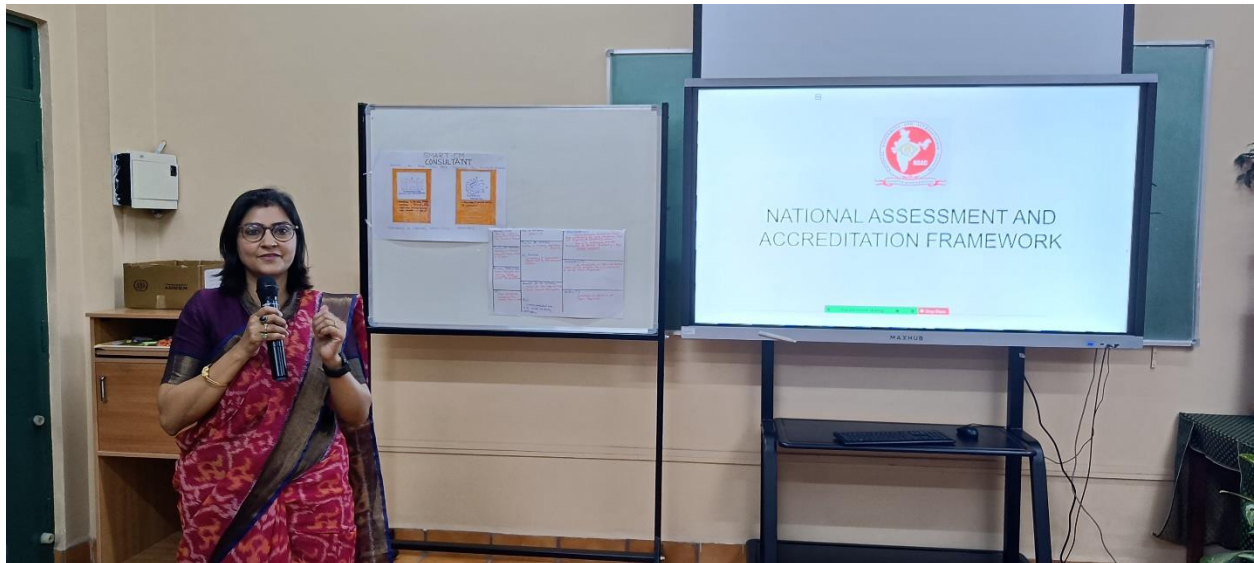
Summarizing, Feedback & valedictory

All the sessions were an enriching experience for the participants as they identified the problem, conceived the solutions, developed the prototype as well as tested it. The session ended with a summarizing all the iterative process of Design Thinking once again by Dr. Purushottam Bung, Director, RV Institute of Management to make the audience recall all the iterative process they followed in order to propose a sustainable solution through a Design Thinking approach.

SAMPLE FEEDBACK FORM

ANALYSIS OF FEEDBACK

Table 1: Relevance of contents covered under each session		
Particulars	**Number of respondents**	**Percentage**
Excellent	68	98
Good	2	2
Fair	0	0
Poor	0	0
Very poor	0	0
Total	70	100%

Table 2: Adequacy of coverage of contents under each session

Particulars	Number of respondents	Percentage
Excellent	61	87.1
Good	7	10
Fair	2	2.86
Poor	0	0
Very poor	0	0
Total	70	100%

Table 3: Knowledge and expertise of the resource person

Particulars	Number of respondents	Percentage
Excellent	62	88.5
Good	8	11.4
Fair	0	0
Poor	0	0
Very poor	0	0
Total	70	100%

Table 4: Handling of Question and answer session		
Particulars	**Number of respondents**	**Percentage**
Excellent	65	92.8
Good	5	7.1
Fair	0	0
Poor	0	0
Very poor	0	0
Total	70	100%

Table 4: Overall Experience

Particulars	Number of respondents	Percentage
Excellent	63	90
Good	5	7.1
Fair	2	2.8
Poor	0	0
Very poor	0	0
Total	70	100%

KEY OUTCOMES OF THE WORKSHOP

- The workshop provided participansssts an opportunity to understand and apply design thinking for finding solutions for the issues of the Higher education field.
- Workshop content delivery was activity based this engaged both the offline and online participants in collaborative teamwork as they proposed their solutions for each of the sessions.
- Each session of the workshop emphasized on participants' ability to develop and modify their solutions as per the suggestion on each iteration.

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