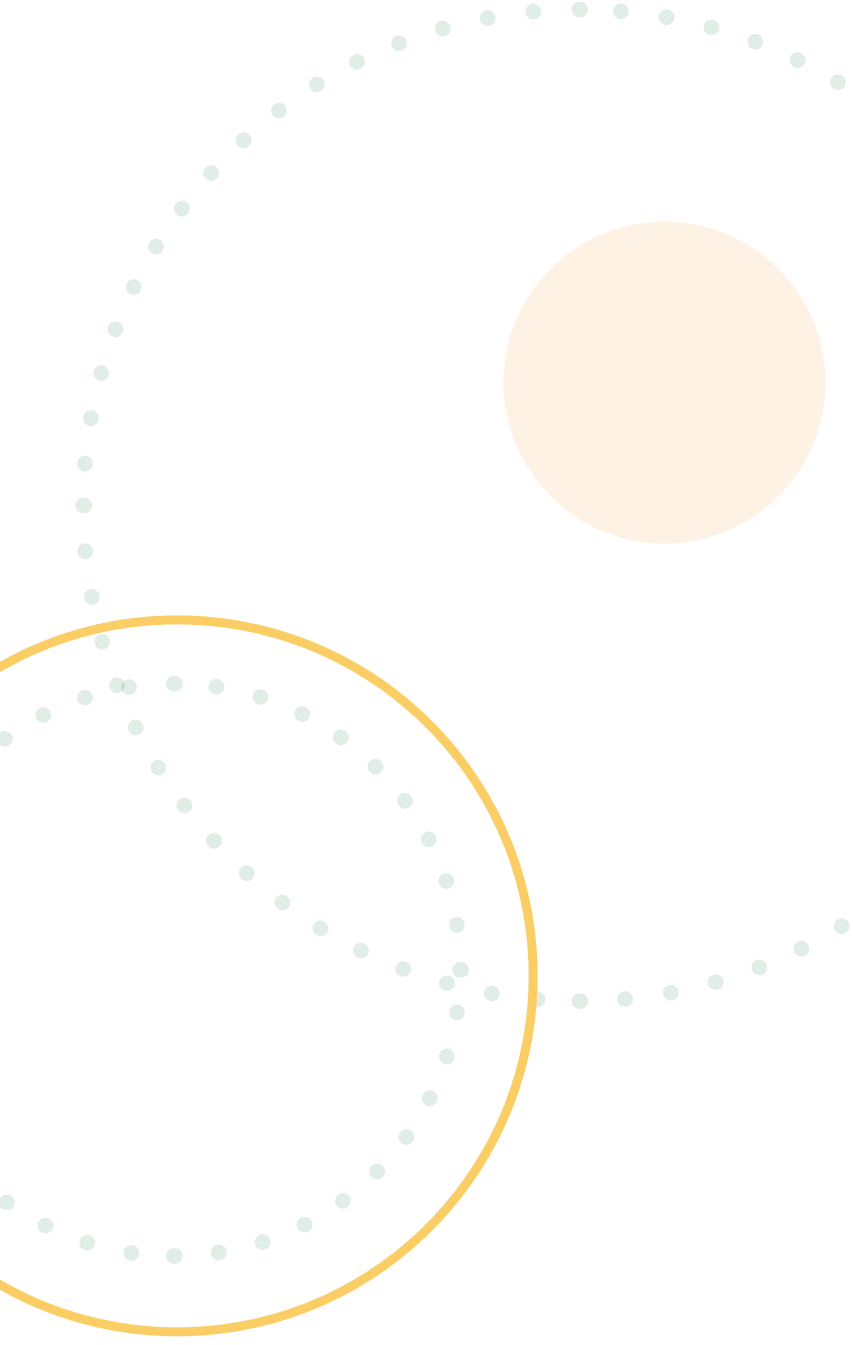


TEQIP - III Short Term Course by CRDT, IIT Delhi



ENTREPRENEURSHIP, INNOVATION & DESIGN

8 - 12 May 2020 | IIT Delhi Hauz Khas Campus



This is a deeply experiential and immersive course with real-life learning experiences integrated into the course.

This interdisciplinary learning experience “Entrepreneurship, Innovation and Design” is for participants who wish to apply the multiplier effect arising out of integrating design, social and entrepreneurial skills while addressing an issue critical to society. This course would enable participants to powerfully apply their domain knowledge in a collaboration cum co-creation mode to address real-life challenges. The short term course is designed for academicians, researchers, prospective entrepreneurs and corporate managers. Faculty members associated with delivery of this short-term course have rich experience in product design, understanding user needs and in translating research and ideas into successful products and businesses. The course mentors would be happy to support the participants to carry forward the course outcomes into tangible interventions - both impact interventions and disruptive products and services – that add value to society at large. Learning objectives of the course are:

Learning Objectives

- To appreciate the community nature of many basic needs, user and market characteristics, delivery and scaling up considerations, and the role of partnerships and policies.
- To understand the implications of different social, economic & cultural contexts for innovation and design of products, businesses and services.
- To familiarize participants with key concepts in design and innovation for impact, including various elements of the innovation cycle going all the way from need identification to deployment.

On Successful Completion, the Participants will be able to

Utilize a synergy of design, technology & entrepreneurship approaches to co-create innovative products and services.

Apply Innovation to real life issues such as Well-Being, Nutrition, Education, Sanitation and Health.

Write a Business Plan and implement Minimum Value Proposition.

Chart a Road map beginning with Need Assessment going to Design Thinking approach to take solutions to market.

Integrate different academic disciplines and learn the art of collaboration, co-creation and partnership.

Course Content

- Introduction to Human Centered Design
- Immersive Learning Exercises
- Appreciating User Needs & Social Context
- Frugal Innovation
- Case Studies of Innovation - Sanitation, Education, Health and Food
- Integrating Design & Technology from Impact Perspective
- Understanding Minimum Value Proposition
- Writing a Business Plan
- Making a Pitch to Investors
- Launching your Startup Enterprise

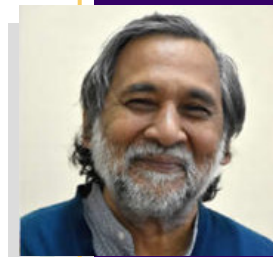
Course Faculty



Prof Vijayaraghavan M Chariar is a faculty member at IIT Delhi's Centre for Rural Development and Technology. His research and teaching interests are in the areas of Design for Sustainability, Ecological Sanitation, Frugal Innovation and Community Knowledge.



Aditi Singh is an Asst. Prof. at SPA, New Delhi. She has awards in interdisciplinary design fields like architecture, product & system design, including 2 Red Dot Design awards.



L K Das pioneered Industrial Design education at IIT Delhi. He developed a programme that is an excellent blend of design sensitivities and industrial propensities.



Parag Anand heads the Department of Industrial Design at the SPA, New Delhi. He is an alumnus of the Design Programme, IIT Delhi with over 20 years of experience.

The course is designed for faculty members and research scholars at TEQIP-III institutes. Prospective Entrepreneurs & Managers in Corporate Bodies would also benefit greatly by experiencing this programme.

Participants (students, faculty members and industry employees) from non TEQIP-III institutions are also welcome to register by paying fees. Accommodation and travel costs for non-TEQIP-III participants will have to be borne themselves.

Important Dates

8 April '20

Receipt of
Registration form
through email

10 April '20

Intimation to
confirmed
participants

16 April '20

Last date for confirmed
participants to deposit refundable
security amount (Rs. 2000)

Fees

	TEQIP-III Participants	Non TEQIP-III Participants
Registration Fee	Free	Student Rs. 5,000 Faculty Rs. 10,000 Industry Rs. 30,000
Accommodation* & Travel**	Free Free	Accommodation on Payment

*Accommodation
Boarding and lodging will be arranged for all selected participants. For faculty, the arrangement will be on a twin-sharing basis in guest house/ hotel. For research scholars, the arrangement will be on sharing basis in hostels.

**Travel
Third AC train and local travel fare will be provided to participants from TEQIP-III institutes only after producing the tickets/bills with the provided TA form.

Course Coordinator

Prof Vijayaraghavan M Charier
Professor
Center for Rural Development & Technology
Indian Institute of Technology, Delhi
Hauz Khas, New Delhi 110016 INDIA

Information & Queries

For any query (registration, course content, travel or accommodation), please email Prof. V M Charier on vmchariar@joyisyoud.com or call Parvesh at **+91 85868 75249**.