Activity Report

Title of event: Design Thinking For Start-Up Success Workshop
Date of Session: 24 February, 2022
Time: 1530 hrs onwards
Speaker(s): Ms. Ramya Mahendran

Poster/Banner/Brochure of the event:

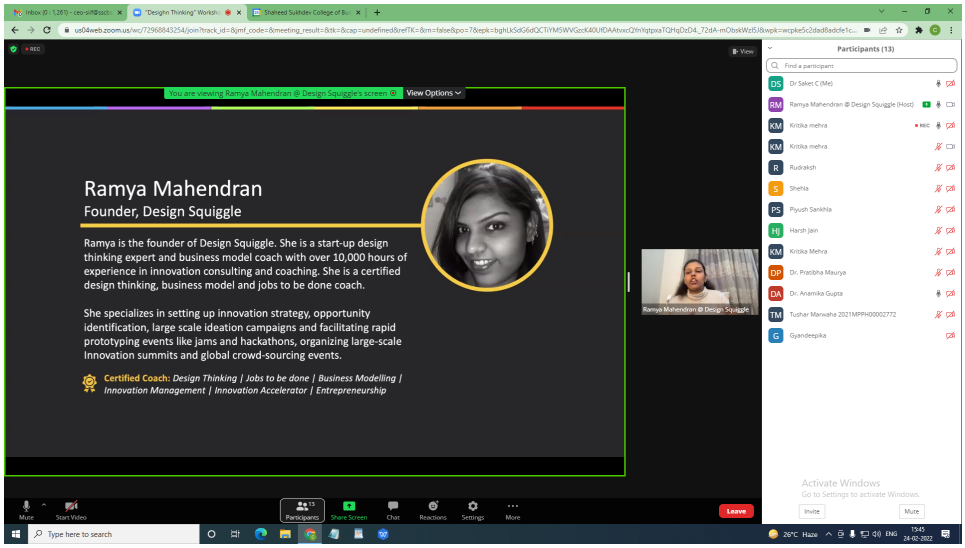
Activity Summary

1. Title of the event: Design Thinking For Start-Up Success Workshop
2. Date and Day of event: 24 February, 2022 (Thursday)
3. Objective of the event: To foster innovative ideas and design thinking amongst the students of SSCBS
4. Speakers Details (brief bio-data):
   Ramya Mahendran is the founder of Design Squiggle, a company that is dedicated to bring affordable best in class innovation services and consulting to India based institutions and organisations. Ms. Ramya is a design thinking expert and business model coach who

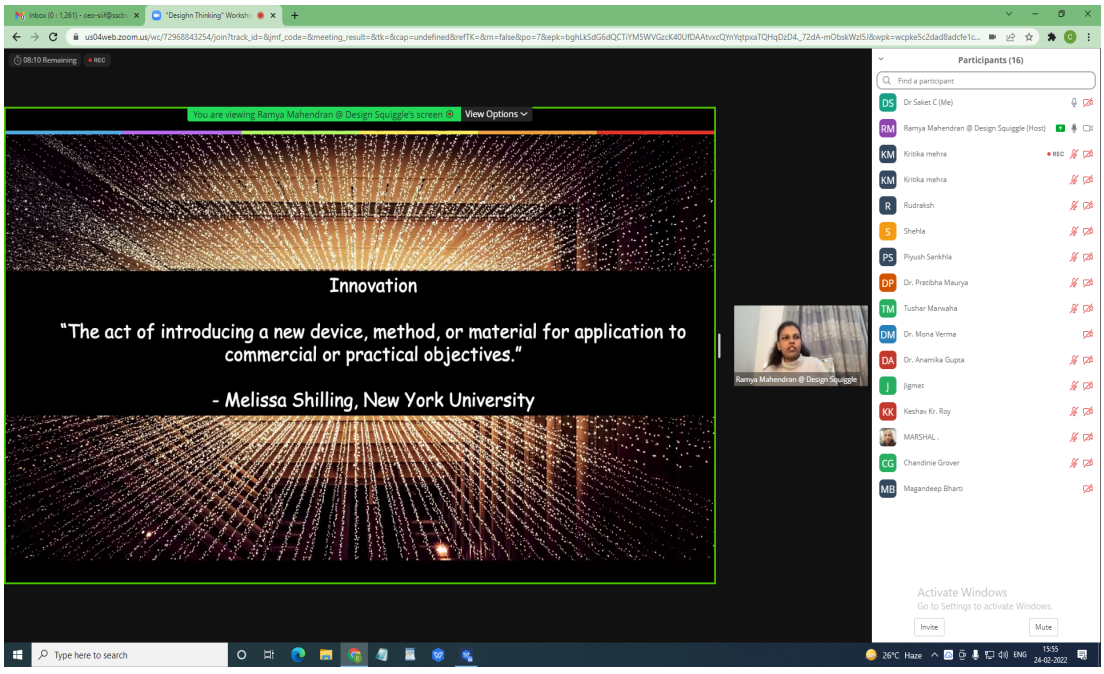
envisions new offerings, creates contextual consulting services and delivers the best of workshops and strategic coaching to students, young entrepreneurs and positively contribute to set up an innovative culture at organisation of all shapes and sizes. Before Design Squiggle, Ms. Ramya worked for more than 7 years with the Cognizant Innovation Group and Cognizant Accelerator as an Innovation Consultant and Coach and worked with the aspiring intrapreneurs and help them shape their ideas into viable business models. Prior to working as an innovation consultant, she also contributed to the growth of Cognizant group in Programmer Analysts capacity for almost two years. Ms. Ramya is an MBA in Finance and HR from Satyabhama University as well as a B.Ed. in Computer Engineering. Ms. Ramya works with student entrepreneurs to build their business ideas into successful business models. She works with some of Tamil Nadu's leading Technology and Business Incubators, Institution Innovation Councils and Entrepreneurship Cells. She specializes in setting up innovation strategy, opportunity identification, large scale ideation campaigns and facilitating rapid prototyping events like design service jams and hackathons, organizing large-scale Innovation summits and global idea crowd-sourcing events.

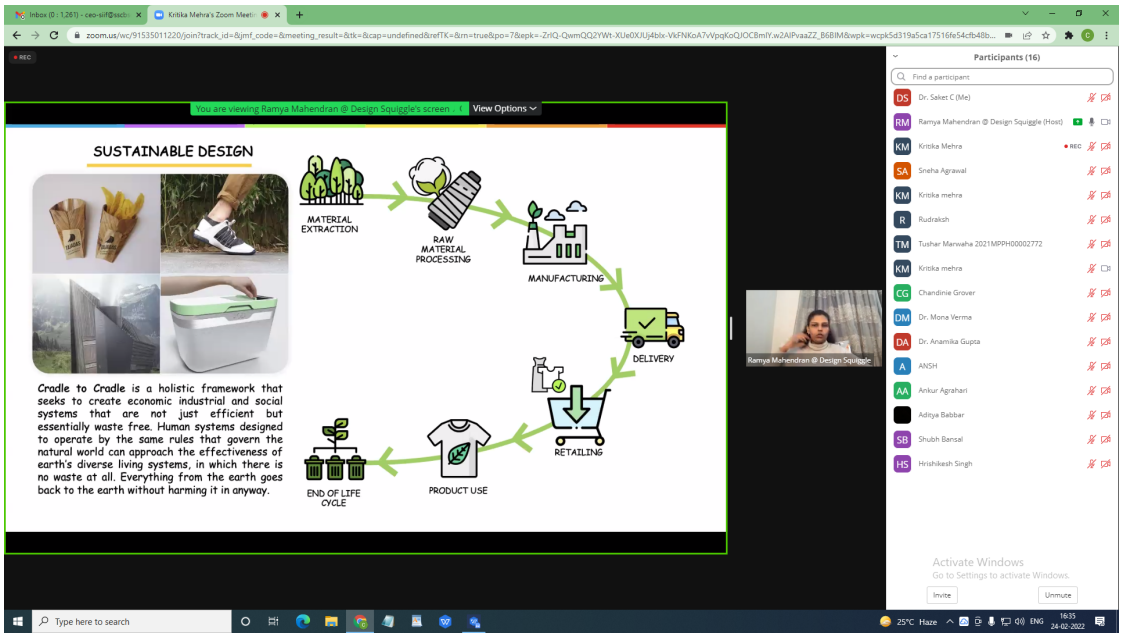
5. Participants details: Students and teachers from Shaheed Sukhdev College of Business Studies (University of Delhi) participated in this event.
6. Key outcome of the activity: Participants learnt about the concept of design thinking and how we can apply the same in our daily lives. Entrepreneurially inclined participants learnt about how to use design thinking during product design and how to concentrate on the needs of the potential customers.

Event Photos:



WE ARE ALL BORN TO BE CREATO
00:26:50
00:14:19
Type here to search
ENG
12:12
25-02-2022


You are viewing Ramya Mahendran @ Design Squiggle's screen
View Options
Innovation
"The act of introducing a new device, method, or material for application to commercial or practical objectives."
- Melissa Shilling, New York University
Participants (16)
Ramya Mahendran @ Design Squiggle
Activate Windows
Type here to search



Attendance:

Student Participants

(all students are from SSCBS)

Name of the Participant	Class
Magandeep Bharti	BBA(FIA) 1A
Nishtha Goel	Bba fia 1b
Isha Dalmia	B.Sc. (H) Computer Science 1
Sneha Agrawal	Bsc 1
Harsh Jain	BMS 1-B
Devajay Kapur	Bms-1A
Chandinie Grover	BMS 2nd year
Ansh Magon	BMS 2nd year
Vishesh Gupta	BMS
Priyanshu	BMS
Saumya Gupta	BMS

Faculty/Non-Teaching/Others Participants

(All participants are from SSCBS)

Name of the Participant	**Affiliation**	**Designation**
Anamika Gupta	Computer Science	Associate Professor
Dr. Mona Verma	BMS	Assistant Professor
Mr. Tushar Marwaha	BMS	Assistant Professor
Ms. Anusha Goel	BMS	Assistant Professor
Mr. Jigmet Wangdus	BMS	Assistant Professor

Dr. Saket Chattopadhyay	SIIF	CEO, SIIF
Ms. Kritika Mehra	SIF	Intern, SIIF

External Member
Nil

Feedback from all participants:
From Students

Name of the Participant	Feedback
Anamika Gupta	Hope to have a great session
Magandeep Bharti	This is amazing opportunity I have , and I'm going to attend this session
Sneha Agrawal	Looking forward to have a great workshop.
Harsh Jain	Very interactive and insightful
Devajay Kapur	Excellent

Link of recording on Youtube Channel:
Link - https://youtu.be/ODD5HF-0jeg, https://youtu.be/H-1ZJNW4gBM

Media Coverage (if any)
1/1 Facebook
https://www.facebook.com/1187866417927888/posts/4674032282644600/?sfnsn=wiwspmo