

About the College:

Velagapudi Ramakrishna Siddhartha Engineering College (VRSEC) is an Autonomous Institution approved by the All India Council for Technical Education (AICTE) and is under the affiliation of Jawaharlal Nehru Technological University, Kakinada (JNTUK). Established in 1977 the VRSEC has an excellent infrastructure and highly committed, qualified, competent and involved faculty. The college is known for its excellent placement record. With good ambience and serenity VRSEC offers an inspiring learning environment which transforms the young bright minds into talented and creative professionals. Build in 25 acres of land in Vijayawada City of Andhra Pradesh State, the VRSEC has several outstanding features. The college is accredited with NBA and NAAC 'A+' grade.

Overview of Design Thinking:

Design thinking is a process for solving problems by prioritizing the consumer's needs. It relies on observing, with empathy, how people interact with their environments, and employs an iterative, hands-on approach to creating innovative solutions. The short form of the design thinking process can be articulated in five steps or phases: empathize, define, ideate, prototype and test. One of the methodology in design thinking is TRIZ where it draws on the past knowledge and ingenuity of thousands of engineers to speed up creative problem solving for project teams. Iterates through the various stages, revisiting empathetic frames of mind and then redefining the challenge as new knowledge and insight is gained along the way.

Note:

- ❖ **Registration is free.**
- ❖ **Registration Link:**
<https://forms.gle/L69Ve787cd4mr4We6>
- ❖ **Attendance and Feedback are mandatory to get E-Certificate.**
- ❖ **Venue: CSE Seminar Hall, @3:00 PM**

Head of the Institution

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Program Schedule

Day 1: Introduction to Karmic Design Thinking and Team formation
Day 2: Empathize: Customer Journey mapping
Day 3: Analyze: Multi-Whys
Day 4: Solve: Ideation and TRIZ
Day 5: Test and Wrap up



**A Five Day
Faculty Development
Programme**

On

“Design Thinking”
Under AICTE - MARGDARSHAN

4th - 8th April, 2022

Organized

by

**Internal Quality Assurance Cell
IQAC**

**Velagapudi Ramakrishna
Siddhartha Engineering College
(Autonomous)**
**Sponsored by Siddhartha Academy of General
and Technical Education (SAGTE)**
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