



Directorate of Outcome
Outcome Report(Event/Activity Organized @ AUH)

1. General Information

Date: 24th.February.2022
Event Type: Webinar by Amity Innovation Incubator, ABS E-Cell, AUH
Event Title : “Design Thinking, Critical Thinking and Innovation Design : Ms. Ekta Jafri”
Venue: Through Online session via Zoom Meeting
Organized by(School): Amity Innovation Incubator, E-Cell of ABS & All AUH
Student Participation*: No. of Students from AUH (Course wise):- 75 from MBA, BBA (ABS), AUH.
Faculty Participation*: No. of Faculty Members from AUH (Deptt. wise):- All ABS Faculties.
Participation from outside AUH*: No. of Students & Faculty Members-NA
(Enclose attendance sheets in given format)
Event Coordinator(s) with designation: Prof. Dr. Vikas Madhukar, Dy.PVC-AUH , Director-ABS, Dr. Ranjana Kothari, Faculty Coordinator-Institute Innovation Council & Amity Incubation Centre along with Dr. Ajay Kumar Pandey, Dr. Niti Chaterjee, Dr. Vani Agarwal, Faculty Coordinators, Industry Interface Committee and All CRC Team, AUH.

Details of Expert/Speaker/Resource Person/Judge:

SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	Address	Major Areas where Amity can Collaborate with expert	CV of Expert (Yes/ No)
1	India	Ms. Ekta Jafri.	IBM iX	Design Director	Expertise in Product Design, Critical Thinking and Innovation strategy.	-----	-----	-----	Yes for conducting Product Innovation, Design and Critical Thinking related academic activities.	Yes with Innovation and Incubation Centre ABS,AUH
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2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/Intangible	Achieved/Proposed	Target date & responsibilities (if proposed)	Details of outcome
1. Outcome related to Academia Connect				
a) Collaborations for Research Papers/Conference Papers/ Book Chapter etc.				
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.				
c) Collaboration for Funded Projects				
2. Outcome related to Industry Connect				

a) Placement	Placement interviews performances likely to enhance with inputs of 'critical thinking with innovation elements'; imparted by the session.	<i>Placement ease with conceptual understanding of critical and design thinking process learned by the students through this session.</i>	<i>Students become aware with the process of developing innovative design and critical thinking through relevant value-set, likely to augment their overall placement process.</i>	<i>Students have learned the requisite strategies of innovative design and critical thinking through focus on user requirements, likely to enhance their overall placement performance.</i>
b) Collaborations for Research Papers	<i>The research paper write up on entrepreneurship development involving innovative product design with critical thinking inherent in it ; have been learned by the students</i>	<i>Students shown interest in research project based on entrepreneurship development centering around innovative product designing process and applicable critical thinking process.</i>	<i>Students are advised to prepare their Research paper based on Innovative Product Design and the process of critical thinking involved in it.</i>	<i>Students have learnt the concepts and processes of critical thinking necessary for innovative product design, an area of research write up on it.</i>
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments	Summer Training and Dissertation projects based on start ups involving innovative product design and critical thinking; are likely to enrich through this session	<i>Students are apprised with conceptual skills to develop product design through critical thinking involved in it, which is likely to enhance the quality of their summer internship and dissertation projects.</i>	<i>Summer Training strategy along with Dissertation work is likely to be conducted in high quality framework with insights into critical thinking and designing processes inherent in it.</i>	<i>Students have learned and understood the process of how through critical thinking, innovative product design can be developed; which is critical to enhance the quality of their summer internship and dissertation projects.</i>
d) Collaboration for Funded Projects	No	No	No	No
3. Outcome related to Society Outreach				
a) Benefit to society in terms of Health & Hygiene				
b) Benefit to society in terms of Education				
4. Outcome related to Students Learning & Grooming				
	<i>Students learned the essential strategy set essential for developing innovative product design and</i>	<i>Students became aware and understood the process of imparting innovativeness in product design</i>	<i>Students learned the entrepreneurship skills likely to be enhanced through critical thinking necessary for innovative product design.</i>	<i>The conceptual insights into aspects of critical thinking process and innovative product design is likely to rationalize their research and dissertation projects.</i>

<i>critical thinking inherent in it; the basic requirement of entrepreneurship development.</i>	<i>through critical thinking centering around product utility.</i>		
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5. Any other

Students become conversant with significance of value-set, which forms the base of critical thinking and innovative product design process.

3. Event Report along with glimpses of the event(Photographs)

3.1 General Introduction of the Event

The Corporate Connect Session (CCS)/ Expert talk Session conducted every week during academic session; is the academic-industry interface feature of ABS, MBA and its Innovation, Incubation Centre programmes. This special CC/Expert talk session is conducted on online interactive platform on Zoom, Cisco Webex app. The expert sessions have been continuing on online dispensation, an innovative initiation by ABS, AUH ; in order to keep Management students aligned and engaged with their academic and Industry Integration with expert perspective objectives.

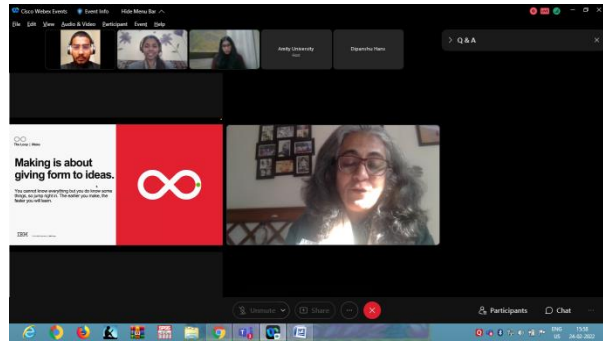
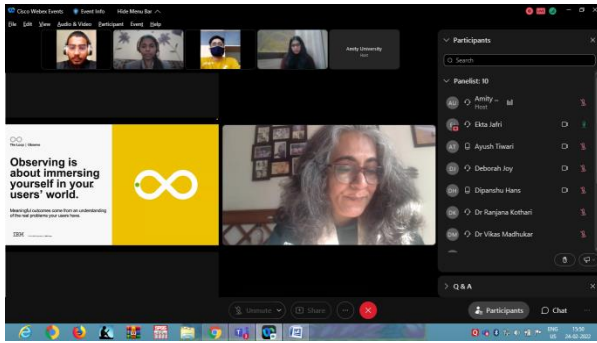
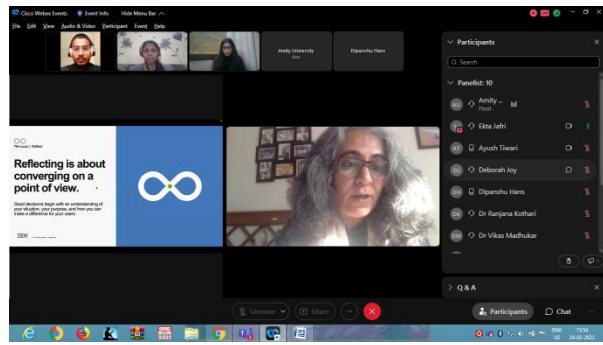
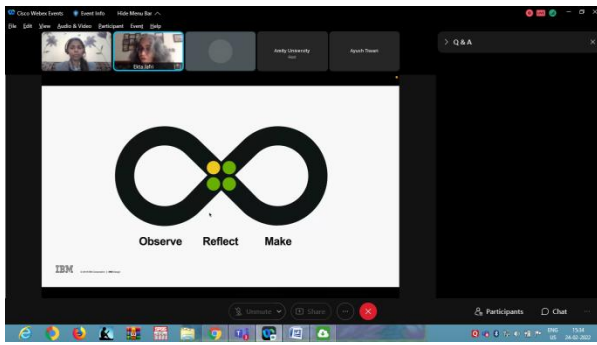
3.2 Objectives of the Event

To apprise and mould Management students of ABS, AUH to have insight into the actual working of corporate ecosystem/ expert mind-set, and how best to mould themselves with intellectual, behavioural, personality and execution skill-set to become an efficient Manager.

3.3 Brief about the address/talk of speakers :

- The interactive session on Innovative Design and Critical Thinking session by Ms. Ekta Jafri, Design Director, IBM IX , is initiated by student anchor introduction and opening remarks by Dr. Ranjana, Faculty Coordinator of the session followed of opening speech by Prof.(Dr.) Vikas Madhukar, Dy PVC, AUH, wherein he highlighted the significance of Innovative Product Design processes and critical thinking, necessary for entrepreneurship development and managerial efficiency.
- Ms. Ekta Jafri elaborated extensively on the process of innovation in product development, wherein she underscored the significance of Principles, the loop and keys which leads to development of value-set, keeping product utilities in perspective. She further explained the value idea in the form of principles be observed, reflect upon and finally to make it; keeping the product utility and customer in focus. The making of design must reflect the value-set with which the designs are developed and be in prototype form. The user interaction and technological sophistication form the research base and its making depends on adherence to value-set, defined for the product. This forms the critical thinking process creating the continuous loop of observe-reflect-make process.
- The session is highly interactive with queries from students as well as faculties. The session is ended by thanksgiving by Dr. Ranjana.

3.4 Photographs with caption (also share high resolution JPEG files of photographs)



The Expert talk session initiated by Amity Innovation Incubator on 24th.February.2022 with Ms. Ekta Jafry, Design Director, IBM Ix

3.5 Scanned copy of attendance sheets

3.5 Few Scanned feedback forms of participants

<u>Attendance Sheet of Faculty Members (AUH)</u>				
Event Title:Date:				
S.No.	Participant Faculty Name	School	Designation	Signature
1				
2				
3				
Name & Signature of the Event Coordinator				

<u>Attendance Sheet of Students (AUH)</u>
Event Title:Date:

S.No.	Participant Name	School	Programme & Semester	Signature
1				
2				
3				
Name & Signature of the Event Coordinator				

<u>Attendance Sheet of Outside Participant</u>				
Event Title:Date:				
S.No.	Participant Name	School	Designation/Programme & sem(if student)	Signature
1				
2				
3				
Name & Signature of the Event Coordinator				



(Dr. Ajay Kumar Pandey),

Dr. Neeti Chatterjee,
Dr. Vani Aggarwal

Faculty Co-ordinators, Industry Interface Committee,
ABS, AUH.

ATTENDANCE SHEET

EVENT TITLE	CCS by Amity Innovation Incubator, E-Cell, ABS, AUH: “Design Thinking, Critical Thinking and Innovation Design : Ms. Ekta Jafri”, Design Director, IBM Ix.
EVENT DATE	24.February.2022 Evening

1	MBA	A50001920002	Mr MD MUNIBUR RAHMAN
2	MBA	A50001920003	Ms MUNMUN PRADHAN
3	MBA	A50001920004	Mr SAMIR KUMAR
4	MBA	A50001920005	Mr KARAN
5	MBA	A50001920006	Ms ROOPANKI SHARMA
6	MBA	A50001920012	Mr ROHAN DAGAR
7	MBA	A50001920013	Mr ASHUTOSH SINGH
8	MBA	A50001920014	Mr VISHAVJEET KATARIA
9	MBA	A50001920015	Mr SHUBHAM SEHRAWAT
10	MBA	A50001920016	Mr AMIT GURAWALIA
11	MBA	A50001920017	Mr ARIJIT MIDYA
12	MBA	A50001920018	Ms DIPAKSHI
13	MBA	A50001920020	Mr SWAMI NANDAN DUBEY
14	MBA	A50001920021	Mr AMAN YADAV
15	MBA	A50001920022	Mr VIPUL AHLAWAT
16	MBA	A50001920024	Ms RACHNA MISHRA
17	MBA	A50001920025	Ms SUKRITI PANDEY
18	MBA	A50001920026	Mr SAURAV SINGH BISHT
19	MBA	A50001920027	Mr VINOD KUMAR
20	MBA	A50001920028	Mr LOKESH SHARMA
21	MBA	A50001920029	Ms SAKSHI DESWAL
22	MBA	A50001920030	Mr HARISH
23	MBA	A50001920031	Mr AKASH CHOUDHURIMAYUM
24	MBA	A50001920032	Mr RAMAN YADAV
25	MBA	A50001920033	Mr LAKSHAY THAKRAN
26	MBA	A50001920034	Mr KARTIKEY
27	MBA	A50001920035	Mr SANDEEP KUMAR
28	MBA	A50001920036	Mr DEEPAK YADAV
29	MBA	A50001920038	Mr ANISH YADAV
30	MBA BF	A50050220002	Mr SHIVAM UPADHAYAY
31	MBA BF	A50050220003	Mr ANKIT SAURABH
32	MBA BF	A50050220004	Mr ANAND SAMYAK AJAYKUMAR
33	MBA BF	A50050220005	Ms MANSI BHARDWAJ
34	MBA HHM	A51339520002	Ms RENU
35	MBA HHM	A51339520003	Ms ANUPAM KUMARI
36	MBA HHM	A51339520004	Mr KUNAL SINGHAL

37	MBA BA	A500110820003	Mr AMIT RAJ
38	MBA BA	A500110820004	Ms SURYA MENON
39	BBA	A50006419045	Mr ABHISHEK BHATI
40	BBA	A50006419014	Mr ADITYA JAIN
41	BBA	A50006419008	Mr AKSHAY RANA
42	BBA	A50006419012	Mr AMIT KATARIA
43	BBA	A50006419023	Mr ASHUTOSH SHARMA
44	BBA	A50006419030	Mr DEEPAM GOYAL
45	BBA	A50006419027	Mr DEEPANKAR RAWAT
46	BBA	A50006419003	Ms DEEPTI DASHORE
47	BBA	A50006419024	Mr DOPPALAPUDI BHANU PRASANNA
48	BBA	A50006419017	Mr GAURAV CHAUHAN
49	BBA	A50006419037	Mr HIMANSHU
50	BBA	A50006419039	Mr JATIN YADAV
51	BBA	A50006419021	Mr KABIR THAKRAN
52	BBA	A50006419040	Ms KAMALPREET SIDHU
53	BBA	A50006419026	Mr MAHESH KUMAR
54	BBA	A50006419047	Mr MAYANK SAINI
55	BBA	A50006419035	Mr NITESH GAHLOT
56	BBA	A50006419015	Mr PIYUSH LAKRA
57	BBA	A50006419034	Ms POOJA BISHT
58	BBA	A50006419042	Mr PRANAV PRABHAKAR
59	BBA	A50006419036	Ms PRANJAL
60	BBA	A50006419033	Ms PREETI
61	BBA	A50006419028	Mr SAHDEV KATARIA
62	BBA	A50006419043	Mr SAHIL YADAV
63	BBA	A50006419031	Mr SAMEER SHARMA
64	BBA	A50006419020	Ms SANSKRITI SAINI
65	BBA	A50006419016	Mr SASHWAT
66	BBA	A50006419005	Mr SHIVAM YADAV
67	BBA	A50006419010	Mr SHRIDHAM WAHENGBAM
68	BBA	A50006419025	Mr SIDDHARTH GULIA
69	BBA	A50006419029	Mr SIKANDER DALAL
70	BBA	A50006419007	Ms SIMRAN SAHNI
71	BBA	A50006419011	Mr VIJAYANARAYANAN S
72	BBA BF	A50057919001	Mr SHUBHAM ARORA
73	BBA BF	A50057919005	Mr TUSHAR BHATOTIA
74	BBA BF	A50057919007	Ms KIRTI
75	BBA BF	A50057919003	Ms MUSKAN MISHRA