

**DEPARTMENT OF MECHANICAL ENGINEERING  
RV INSTITUTE OF TECHNOLOGY AND MANAGEMENT  
BENGALURU - 560 076**

**Post Event summary report of Guest Lecture  
“Discover Design Thinking for Growth”**

The Department of Mechanical Engineering, RV Institute of Technology and Management, Bengaluru had organized an Event: Guest Lecture on “**Discover Design Thinking for Growth**” scheduled on Thursday, 02<sup>nd</sup> February 2023 at 11.20 AM to 1:20 PM in Auditorium to all the First year Students of RVITM.

**Details of the Resource Person:**

**Name: D P K Muthukumaraswamy**

Founder and Chief Executive Officer – KrutiBimb

Director and Chief Executive Officer – VizistataMaan Technologies

Chief Mentor – TATTVAVAI

Principal Consultant – IdeaLabs, Innomantra Consulting Pvt, Ltd.,

Email-ID: [muthukumaraswamy.dpk@krutibimb.com](mailto:muthukumaraswamy.dpk@krutibimb.com)

**Details of the organizing team:**

**Chief Patron: Dr. Jayapal R,** Principal, RVITM

**Convener: Dr. C. Solaimuthu,** Head of ME Dept, RVITM

**Coordinator-1: Dr. Muralidahr Singh M,** Assistant Professor, Dept of ME, RVITM

**Coordinator-2: Dr. Manish Kumar,** Assistant Professor, Dept of ME, RVITM

The event was successfully conducted as scheduled. Around 200 students from the I semester 2022-23 batch attended the event and were encouraged How to be a problem solver. Innovation Design Thinking is a creative problem-solving approach centred on the end user’s needs and experience. A process emphasizes empathy, experimentation, and iteration to arrive at innovative solutions that meet users' needs. The approach involves understanding the users' needs, prototyping solutions, testing and refining the ideas, and ultimately delivering a final product that meets the user's needs. This continual iteration and improvement process allow a more human-centred solution to be developed instead of relying on data or market analysis to drive decision-making. The focus of Innovation Design Thinking is to create solutions that are not only functional but also meet the emotional and psychological needs of the user. This approach is widely used in fields such as product design, service design, and digital design but can be applied to any problem-solving scenario. By using Innovation Design Thinking, organizations can foster a culture of creativity, innovation, and customer-centricity, leading to more successful outcomes. Finally, the speaker's talk was quite informative, inspirational and motivating.

The program scheduled is attached in subsequent page. Here some of the photos of event has been attached.



**Session Photos**