

No.42/29/2023-3Trg.
HARYANA GOVERNMENT
CHIEF SECRETARY OFFICE
TRAINING DEPARTMENT

Dated, Chandigarh the 16th August, 2023.

To

All the Administrative Secretaries of Haryana State.

Subject: - IIM Ahmedabad: Design Thinking, Sept 4-7, 2023.

Sir/Madam,

I am directed to refer to e-mail, dated 04.08.2023 received via e-mail from Smt. Suman Verma, marketing Support – Executive Education, Indian Institute of Management Ahmedabad New Compus, Vastrapur, Ahmedabad-380015 on the subject noted above & to enclose a copy thereof for necessary action at your end.

The necessary action may be taken in view of Govt. Instructions No. 22/38/2010-4Trg, dated 21.12.2022.

Yours faithfully,

Sanjiv Rana 16/08/2023
Deputy Superintendent, Training
for the Chief Secretary to Govt., Haryana.

Endst. No. 42/29/2023-3Trg.

Dated Chandigarh, the 16th August, 2023

A copy of the above is forwarded to, **Smt. Suman Verma, marketing Support Executive Education, Indian Institute of Management Ahmedabad New Compus, Vastrapur, Ahmedabad-380015, w.r.t her email letter dated 04.08.2023.**

Sanjiv Rana 16/08/2023
Deputy Superintendent, Training
For the Chief Secretary to Govt., Haryana.

Fwd: IIM Ahmedabad: DESIGN THINKING, Sept 4 - 7, 2023

1 message

Prabhjot Singh <ssps@hry.nic.in>

To: branchtrg <branchtrg@gmail.com>, Suresh Kumar <dsadmin.pers-hry@gov.in>

4 August 2023 at 10:40

Training Branch

Diary No. 106894

Dated 07/08/2023

b
07/08/2023
STg.

From: suman-exed@iima.ac.in

To: "Prabhjot Singh" <ssps@hry.nic.in>

Sent: Thursday, August 3, 2023 2:59:34 AM

Subject: IIM Ahmedabad: DESIGN THINKING, Sept 4 - 7, 2023

Dear Sir/Madam:

Greetings from IIM Ahmedabad.

Hope you are doing good. We are glad to inform you that the Institute will be offering a 4-day programme on **Design Thinking during September 4 - 7, 2023** at IIM Ahmedabad Campus. The programme will be chaired by Prof. Amit Karna and Prof. Mukesh Sud.

Below please find a gist of the programme. I am also attaching the programme brochure for your reference. Hope you find it useful. We can talk on the phone, whenever convenient for you. I can be reached at: 92277 93191.

ABOUT PROGRAMME:

Design Thinking is a human centered approach that leads to new possibilities and finding creative solutions to problems that businesses face. The main objective of this programme is to help participants understand:

- The process of Design Thinking for nurturing innovation
- How to be both analytical and creative in order to generate solutions for challenging problems
- How to Inculcate a unique methodology to solve 'wicked problems'

The pedagogy will include Design Sprint, Case studies, Lectures, Discussions, Hands-on group exercises under the mentorship of IIMA faculty.

WHO MAY ATTEND

- Senior management charged with accelerating innovation in their organisations
- Strategy heads looking for a source of competitive advantage
- Designers who want to rejuvenate and hone their existing skills
- Managers and entrepreneurs aiming to grow their businesses

COURSE FEE: INR 140,000 plus 18% GST per participant, which also includes entire lodging and boarding during programme days.

Online Link for Application: <https://bit.ly/3OQbCpo>Online Link for Payment: <https://bit.ly/3IR4oxT>

We look forward to receiving your interest and participation in the programme. Organisations can avail the benefits of multiple nominations as mentioned in the attached brochure. The closing date for applications is **August 21, 2023**, and early bird discount is available till **August 14, 2023**.

Look forward to hearing from you.

Thanks and regards,

Suman



विद्यया विविक्तो गच्छति साधुः

Marketing Support - Executive Education | विपणन सहयोग - कार्यकारी शिक्षा
Phone: +91 79 7152 6403 | Mobile: +91 92277 93191
Indian Institute of Management Ahmedabad | भारतीय प्रबंध संस्थान अहमदाबाद
New Campus, Vastrapur, Ahmedabad 380015 | न्यू कैम्पस, वस्त्रापुर, अहमदाबाद
For IIMA Executive Education Programme Calendar: <http://bit.ly/3T2PIUS>



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हिंदी हमारी राजभाषा है, कृपया इसका अधिकतम प्रयोग करें।

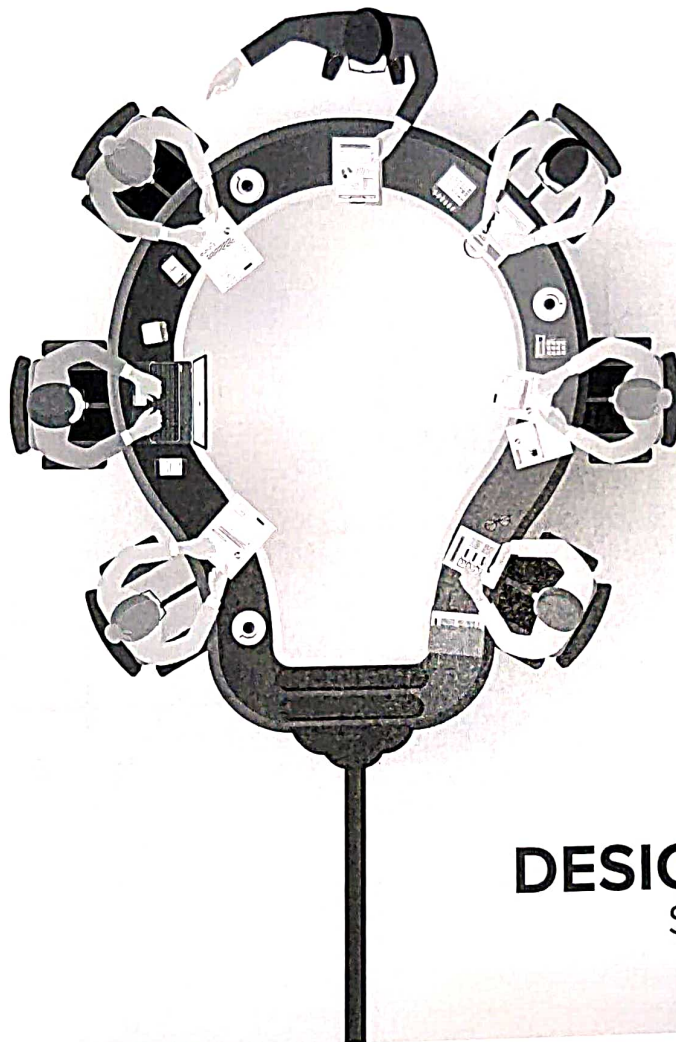


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INSPIRE
IDEATE
INNOVATE

DESIGN THINKING

September 4 - 7, 2023



DESIGN THINKING

September 4 - 7, 2023

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A human centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology and the requirements of business success

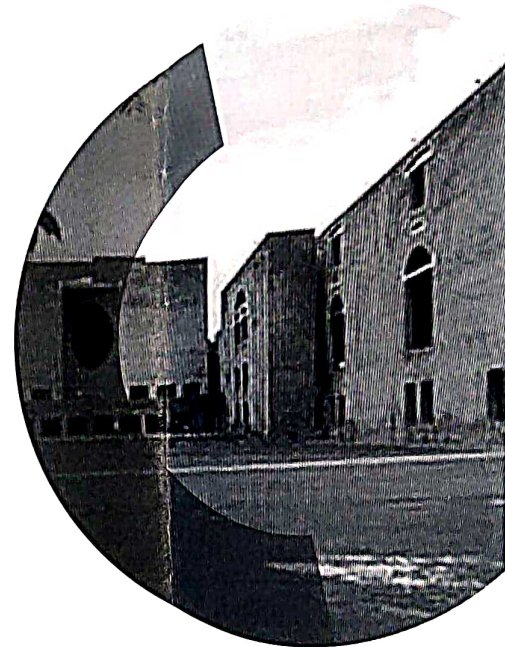
-Tim Brown

Design Thinking is an innovative approach to address intractable problems that businesses face. One of the key elements of Design Thinking is its human centered approach that has revolutionized a range of industries from technology to services, health care to urban planning and beyond. Design Thinking not only supports but also enhance business strategy of companies across sectors.

Design Thinking utilizes empathy and careful observation to engage with challenges that have, in the past, escaped even a clear definition. This leads to new possibilities which are then prototyped and tested leading to creative solutions. The Design Thinking approach has been found particularly useful for companies looking to solve 'wicked problems' that are difficult to define and on which past data does not help.

A highlight of this program is the Design Sprint. Participants will identify a problem, analyze challenge areas around it and gather key insights. They will then- via multiple cycles of convergent and divergent thinking-ideate and brainstorm to formulate a point of view. Finally, with the aid of visualization techniques and story-telling, participants will operationalise their ideas into specific solutions.

The programme includes discussions around some of the most contemporary concepts in the field of innovation and aims at assuring that participants are well-versed with latest tools and techniques that can be used to solve a large variety of challenging problems.



Objectives

To understand the process of Design Thinking for nurturing innovation

Learn how to be both analytical and creative in order to generate solutions for challenging problems

Inculcate a unique methodology to solve 'wicked problems'

Strengths of the Programme

Focus on successful Design Thinking approaches adopted by world class organisations to achieve and sustain a competitive advantage.

Guided by experienced faculty with global expertise

Hands on exercise to equip participants with latest tools and techniques in Design Thinking

Topics

What is Design Thinking and how does it differ from conventional approaches to problem solving?

How can creative approaches like storytelling, visualization and journey mapping enable solutions to often intractable business problems?

How can the Design Thinking process address complex problems across a wide spectrum?

How do you discover new business models using Design Thinking cycles?



Pedagogy

- o Design Sprint
- o Case studies
- o Lectures
- o Discussions
- o Hands-on group exercises



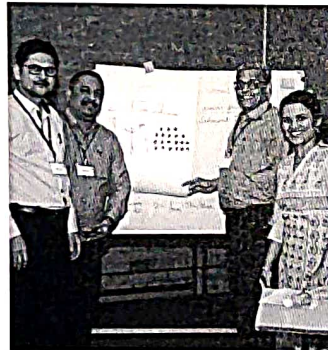
Programme Highlights

- Vision in the Dark: activities undertaken in pitch darkness where participants learn to empathize with the visually challenged while enhancing other senses.
- An intense Design Sprint where participants, in pre-assigned teams, will identify a group problem and work on finding solutions by techniques like visualization, journey mapping, concept development, etc.

Faculty

Prof. Amit Karna
(Faculty Co-Chair)

Prof. Mukesh Sud
(Faculty Co-Chair)



Who Should Attend

- Senior management charged with accelerating innovation in their organisations
- Strategy heads looking for a source of competitive advantage
- Designers who want to rejuvenate and hone their existing skills
- Managers and entrepreneurs aiming to grow their businesses

How to Apply

To register for the programme, fill in the application form through the link below:

<https://bit.ly/3OQbCpo>

The closing date for receiving applications is **August 21, 2023**.

The last date for early bird discount is **August 14, 2023**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates.

Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please write at suman-exed@iima.ac.in or call at **+91 92277 93191**.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with empanelled hotel partner.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee and Payment

INR 140,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **August 21, 2023**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

Certification

A Certificate of Participation will be awarded to the participants by IIMA.

The participants should fulfil the requirement of 100% attendance in order to receive the certificate. Absence from any session needs to be with the prior approval of the Programme Faculty Co-Chairs.



The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer

1. Name of Beneficiary: Indian Institute of Management Ahmedabad
2. Savings Bank A/c IIMAHMOEP HDFC Bank Limited, Ahmedabad
Vastrapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)
3. Name of Remitter: _____
(Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **Design Thinking**
5. IIMA Permanent Account Number (PAN): AAATI1247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number: 24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the following link for Payment Gateway:

<https://bit.ly/3IR4oxT>

IIMA Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

Discount

Early Bird Discount: Applications received with payments on or before August 14, 2023 will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fees are subject to change at the discretion of the Institute.

Amit Karna

PhD (IIMA)

Amit Karna is a Professor of Strategy at the Indian Institute of Management Ahmedabad (IIMA). His teaching and research interests lie in the areas of strategic management, technology management, innovation, and entrepreneurship. Karna has over 12 years of teaching experience, and has extensively taught courses in MBA, PhD and Executive programmes in India, Germany and France.



He has designed and delivered several management development programmes focused on strategy and innovation. Karna's research is in the fields of dynamic capabilities, innovation, and international strategy. He regularly offers open enrolment programmes on Innovation & Corporate Strategy, Design Thinking, Creating Entrepreneurial Organizations, Creative & Cultural Businesses Programme, and several Bootcamps for startups in digital and social domains.

Karna serves on the Board of CIIE Initiatives since 2015 and CIIE Regional Innovation Foundation since 2018. At EBS, he held the position of

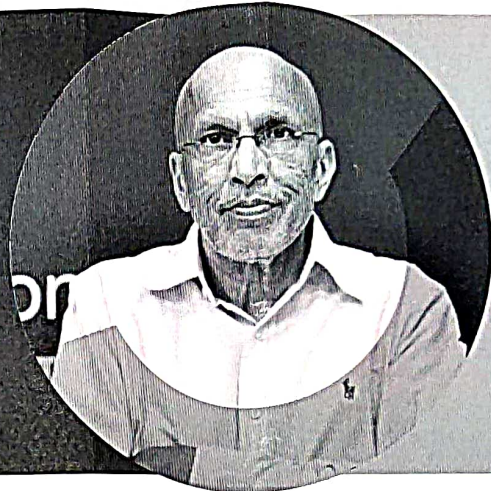
Academic Director of MBA programme 2012-14 and MSc in Management Programme 2013-14. Karna serves on Editorial Review Board of Journal of Management (FT50) since 2014 and other journals of global repute. He is on the advisory board of South Asia Chapter of Academy of International Businesses.

His research has received nomination and awards in major international conferences. He has been a visiting faculty at IESEG School of Management in France between 2012 and 2014. Prior to his PhD, he has an MBA and has worked with the Aditya Birla Group in various managerial positions.

Prof. Mukesh Sud

Fellow (IIM Bangalore) BTech (IIT Delhi)

Prof Sud has over three decades of professional experience divided roughly equally between entrepreneurship and academia.



After acquiring an engineering degree, Prof Sud established a number of small-scale industries involved in job work of abrasive blasting and sprayed metal/plasma coatings. In 2000 he exited the businesses and enrolled in a doctoral program at IIM Bangalore. In 2006, Prof Sud began his academic career in the US at Augustana College IL. He was later an Associate Professor with tenure at the Dolan School of Business, Fairfield University, CT. Prof Sud joined the Business Policy Area at IIM Ahmedabad in 2015.

Since 2016 he has been a visiting faculty at Ashoka University, Delhi and more recently at the Naropa Fellowship at Leh, Ladakh.

Prof Sud conducts executive education programs on 'Design Thinking' and 'Creating Entrepreneurial Organizations'. His research is focused on entrepreneurship at the individual, firm and societal levels and includes several publications in FT50 journals.

Prof Sud is actively engaged with industry and is currently on FICCI's National Start-Up & R&D committees. He is on the executive body of the AIM Smart City Accelerator (a joint venture between Ashoka University+Microsoft) and serves on the advisory committee of CrAdle the incubation arm of EDII (Entrepreneurship Development Institute of India).

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered By IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)



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INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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Phone: +91- 79 - 7152 6400 | Email: exed@iima.ac.in |

Website: <https://www.iima.ac.in/executive-education>

The Institute has 100+ faculty members working in the following management areas and centres:

Disciplinary Areas And Groups

- Centre for Management in Agriculture (CMA)
- Ravi J. Matthal Centre For Educational Innovation (RJMCIE)
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organizational Behaviour
- Operations and Decision Sciences
- Public Systems Group
- Strategy

Interdisciplinary Centres

- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship (CIIE)
- Centre for Management of Health Services (CMHS)
- Centre for Transportation and Logistics
- India Gold Policy Centre (IGPC)
- Gender Centre
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing