Speakers

Dr. Srikant M. Datar
Arthur Lowe’s Dickinson Professor of Business Administration, Senior Associate Dean for University Affairs, Harvard Business School.

Mr. Piyush Pandey
Chief Creative Officer Worldwide and Executive Chairman India, Ogilvy

Mr. R. Gopalakrishnan
Author and Corporate Advisor

Mr. Bharat Puri
MD & Executive Director, Pidilite Industries Limited

Ms. Sonali Dhawan
CMO, P&G Indian Subcontinent and Business Unit Head - Fabric, Procter & Gamble India

Mr. Vivek Sunder
COO, Swiggy

Mr. Srinivas Venkatram
Founder-CEO and Lead Researcher of Illumine Knowledge Resources

Dr. Ranjan Benerjee
Dean and Professor - Marketing, SPJIMR

Dr. Suranjand Das
Professor, Quantitative Methods & Design Thinking, SPJIMR

SBAC 2019 Schedule

5:30pm - 6:15pm  Experience@DesignThinkingKiosk, refreshments and registrations
6:15pm - 6:20pm  Introduction by Prof. Vineeta Dwivedi
6:20pm - 6:35pm  Topic: What is Design Thinking
Opening address by Dr. Ranjan Banerjee
6:35pm - 7:00pm  Topic: India Inc and Design Thinking
Research presentation by Dr. Ranjan Banerjee and Dr. Suranjand Das
7:00pm - 7:20pm  Topic: Design Thinking and Innovation Mindset
Academic keynote address by Dr. Srikant Datar
7:20pm - 8:00pm  Topic: Innovations in India: The Role of Design Thinking in Practice
Panel discussion facilitated by: Mr. R Gopalakrishnan
Panel members: Dr. Srikant Datar, Mr. Bharat Puri, Ms. Sonali Dhawan and Mr. Vivek Sunder
8:00pm - 8:20pm  Topic: Design in Communication
Corporate keynote address by Mr. Piyush Pandey
8:20pm - 8:40pm  Topic: Large Scale Cognitive Shifts: How Design Thinking Helps
From Beyond Business by Mr. Srinivas Venkatram
8:40pm - 8:45pm  Vote of thanks
8:45pm onwards  Dinner
Design Thinking

What is DT
- Design thinking is a creative & innovative problem solving process, which is adopted effectively by businesses and communities today
- It provides human-centered solutions to various ill-structured, half-known or unknown problems

What is the DT process
1. Immerse in the context; follow an empathic approach; observe with all your senses
2. Identify pain points in the user journey
3. Uncover deep insights – this requires: an open mindset, skills for asking in-depth questions and encouraging storytelling
4. Defining the problem is the ‘key’ – then looking for opportunity areas (based on available resources and skills)
5. Ideation – that connects the resources to the desired target group
6. Prototype your offering
7. Gather continuous feedback from users, revisit & revise prototype and place it again
8. Move from “working ‘for’ the user” to “working ‘with’ the user”
9. Keep the user always in focus – stay connected to their needs continuously

What does DT entail
- Recognize the strength of your creative abilities
- Instills belief and confidence that you can make a significant impact for users
- Transform a difficult, unexplored challenge into an opportunity for design
- Being problem-sensitive and not just being solution-sensitive

Why DT
- Working with many stakeholders, amidst hazy goals & uncertain constraints in the VUCA world needs an innovation tool like DT
- It makes immense business sense
- A large proportion of start-ups pull out as they fail to identify real needs of users

DT at SPJIMR
- Latest addition to our pedagogical innovation; pursuing our motto of learning by involving, doing and experiencing
- Over the past 4 years, around 2500+ students and 800+ corporates have been trained in Design Thinking, by an eclectic team of professors drawn from various disciplines, backgrounds and interest areas.
- A Gartner Study in 2017 mentions SPJIMR as one of the top seven institutes worldwide that introduced Design Thinking as part of their curriculum effectively.
About SPJIMR (S P Jain Institute of Management & Research)

The S.P. Jain Institute of Management & Research (SPJIMR) is a premier B-School noted for its distinctive path in management education. We have a legacy of over 37 years during which we have pioneered innovative programmes and introduced novel teaching methods.

At SPJIMR, we continue to create a new generation of leaders who care and have the grit to take their ideas to the world. In all our programmes, we foster a growth mindset through classroom and non-classroom learning. Our innovative pedagogy includes initiatives like the Science of Spirituality, Design Thinking and a host of other courses like Abhyudaya and DoCC.

(Accredited by AACSB, AICTE, AMBA and NBA)

PGDM [Post Graduate Diploma in Management]
A two-year, full-time residential programme that is deemed as equivalent to an MBA. Institutes flagship programme, it is ranked amongst top 10 colleges in India and is globally recognized for innovative methods.

PGPM [Post Graduate Programme in Management]
A one-year full-time residential component, preceded by a 3-month off campus blended web learning component, for working professionals with a minimum experience of five years.

PGEMP [Post Graduate Executive Management Programme]
A 21-months post graduate management programme conducted in a modular format designed for working executives with more than five years’ work experience, who are unable to take a break from their job.

PGFMB [Post Graduate Programme for Family Managed Businesses]
A pioneering Family Managed Business programme that works closely with family managed businesses in India belonging to the Micro, Small & Medium enterprise (MSME) sector.

GMP [Global Management Programme]
Formerly called the PGCIM, a pioneering initiative where participants study at SPJIMR and then continue the programme at our international partner schools in Europe

PGPDM [Post Graduate Programme in Development Management]
A specialised executive management programme, for professionals working in the Social Development Sector including NGOs, Corporate- CSRs and Social Enterprises.

PGMPW [Post Graduate Management Programme for Women]
An award winning, innovative management programme for women who have taken a career break and now seek to return to a corporate role.

FPM [Fellow Programme in Management]
A 4–5 years doctoral programme that brings together a unique mix of rigorous methods and practice orientation to research some of the pressing business challenges.

MDP [Management Development Programme]
Courses designed in collaboration with the client organization, and scheduled at a mutually convenient date and venue. Such programmes can be domain-specific as in areas such as Sales & Marketing, Operations, Finance, Strategy, Leadership or inter-disciplinary, involving an optimal mix of multiple functional areas.