



## Workshop on Design Thinking for Entrepreneurial Growth and Organizational Impact Organized by:

Anand Pharmacy College

Supported by:

SSIP, Institution's Innovation Council (IIC), and IPA Anand Local Branch

**Dates:** 4th & 5th August 2025

**Venue:** Seminar Hall, Anand Pharmacy College

### **Day 1 Report – 4th August 2025**

The first day of the workshop commenced with an **inaugural session**, where respected faculty members and coordinators welcomed the participants. The event was declared open with brief remarks on the **importance of cultivating an innovation mindset** among pharmacy students. Acknowledging that modern healthcare challenges demand creative thinking, the workshop aimed to bridge the gap between clinical knowledge and problem-solving through **Design Thinking methodology**.

The first session, led by **Mr. Karmjitsinh Bihola**, provided participants with a solid foundation in **innovation and entrepreneurship**. He discussed the current landscape of **India's startup ecosystem**, highlighting how Gujarat has become a leading state in SSIP-backed student startups. Students gained awareness about **grant opportunities, startup incubators, and support systems** available for innovators in academia.

Following a short break, the focus shifted to **Demystifying Design Thinking**. This session covered the WHY, WHAT, and HOW of Design Thinking. It emphasized how this approach is more than just a business tool—it's a mindset that enables structured innovation. The participants engaged in interactive discussions on how DT can solve real problems in healthcare, education, and technology.

After the lunch break, participants were divided into small groups and were given **problem statements or invited to define their own real-world challenges**. Through a **team-building exercise**, students collaborated to select topics and define the scope of their challenges. The session on **Design Research and**



**Opportunity Analysis** guided participants on how to conduct observational research using empathy as a central lens.

Key techniques like **empathy mapping**, **field observations**, and **user interviews** were introduced. The session helped students understand the importance of **user-centric thinking**, and how solving a problem without fully understanding the user leads to ineffective solutions. The day ended with groups mapping their observations and beginning to define the **core problems or opportunities** based on user data.

## Day 2 Report – 5th August 2025

Day 2 of the workshop was designed to turn insights into ideas. The morning session began with a session on **Creativity, Invention, and Innovation**, where the difference between the three was discussed in depth. Students were introduced to **divergent thinking** strategies—encouraging them to go beyond obvious solutions and explore bold, imaginative ideas.

Using frameworks like **SCAMPER**, **Mind Mapping**, and **Crazy 8s**, students brainstormed a wide range of potential solutions. This session sparked lively discussion among groups and produced innovative ideas around pharmacy practice, patient education, medical devices, and digital health.

The next part of the workshop focused on **Idea Screening and Selection**. Students learned how to evaluate their ideas using criteria like feasibility, desirability, and viability. They used tools such as **Impact-Effort Matrix** and **Prioritization Grids** to filter ideas that had the most potential to succeed. Mentors walked around offering group-specific guidance.

After lunch, participants entered the **Prototyping Phase**. With limited materials and time, students built rough, low-fidelity prototypes of their solutions—ranging from mobile app wireframes to makeshift models of medical tools. The “**Quick & Dirty**” prototyping session was one of the most engaging parts of the workshop, allowing students to express creativity and apply hands-on learning.

This was followed by **User Testing and Feedback**, where teams presented their ideas to other groups and gathered critical feedback. This loop helped them refine their problem-solution fit and understand the importance of **iterative design**.



In the final session, a **panel discussion** was held with IIC members and institute authorities. They discussed how Anand Pharmacy College can continue building a culture of innovation through **curriculum integration, student-led clubs, and innovation mentorship**. The **Valedictory Session** featured student reflections, certificate distribution, and words of appreciation for the student coordinators and speaker.

## Conclusion

This two-day workshop successfully introduced students to the real-world applications of Design Thinking and nurtured their abilities in problem-solving, collaboration, and innovation. With over 60 students actively participating, the sessions were highly interactive and beneficial. Students walked away with a deeper understanding of structured innovation processes and how to empathize with user needs to design impactful solutions. The workshop also encouraged many students to think beyond academics and step into the world of startups and entrepreneurship.

The Institution's Innovation Council (IIC), along with SSIP and IPA Anand Local Branch, played a vital role in making the event a grand success.

## Photos Attached:

### Day 1:





## Day 2:

