



New Horizon Council for Innovation Incubation and Entrepreneurship (NHCIIE)  
Department of Electrical and Electronics Engineering

## Guest Talk

# Innovation and Design Thinking

 10<sup>th</sup> October 2025

 10:00 AM - 12:30 PM

 Tejas Seminar Hall



## Mr. Achutha Rao

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# Guest Talk on Innovation and Design Thinking

Organized by: New Horizon Council for Innovation Incubation and Entrepreneurship (NHCIIE)

Department of Electrical and Electronics Engineering

Venue: Tejas Seminar Hall

Date: 10th October 2025

Time: 10:00 AM – 12:30 PM

## Introduction

The Department of Electrical and Electronics Engineering in association with the New Horizon Council for Innovation Incubation and Entrepreneurship (NHCIIE) organized a Guest Talk on “Innovation and Design Thinking” on 10th October 2025 at Tejas Seminar Hall. The session was part of the department’s continuous efforts to nurture innovation and entrepreneurial skills among students and faculty members. The event aimed to provide participants with a comprehensive understanding of design thinking methodologies, their practical applications, and how innovation can be systematically approached to solve real-world problems.

## Description of Event:

The session on Innovation and Design Thinking aimed to help students understand the importance of creativity and problem-solving in engineering and product development. The talk highlighted how innovative thinking transforms ideas into valuable solutions through structured methods and real-life examples.

## Objective:

To introduce the concept of innovation and its key characteristics.

To explain design thinking as a human-centered approach to problem-solving.

To help students understand how value is created through innovation.

To encourage creative and analytical thinking among students.

## Session Highlights

Introduction to the concept of Innovation and Design Thinking

Emphasis on understanding user needs and developing empathy-driven solutions

Demonstration of design thinking stages – Empathize, Define, Ideate, Prototype, and Test

Real-world case studies illustrating successful innovative products and solutions

Interactive Q&A session encouraging students to share their ideas

The resource person stressed the importance of fostering a culture of innovation in academic institutions and motivated students to approach problems with a creative and analytical mindset.

## **Event Overview:**

The session was conducted by a distinguished speaker who explained various aspects of innovation, such as the “New Factor,” value creation, and implementation. Examples like accident helmets, wearable anti-fall airbag vests were used to demonstrate real-world applications of innovative ideas. The concept of design thinking was illustrated through stages like research, ideation, prototyping, and testing, emphasizing how creativity and structured thinking work together.

## **Key Takeaways:**

Innovation starts with identifying new and meaningful solutions.

Design thinking helps in understanding user needs and creating practical solutions.

Value is created when ideas become useful and acceptable to customers.

Creativity, research, and implementation are all crucial for successful innovation.

## **Conclusion:**

The session provided valuable insights into the process of innovation and the importance of design thinking. It motivated students to approach problems with creativity, empathy, and practicality, shaping them to become future innovators and engineers. By combining empathy, experimentation, and collaboration, design thinking empowers individuals and organizations to develop user-centered solutions. Innovation, when driven by this mindset, not only leads to better products and services but also fosters a culture of continuous learning and improvement.



## Pictures:



