

Mr. Shanavas M S is an experienced Creative Director and the Director of Innovation at TEQZO Consulting. With a Masters's degree in Design from the Indian Institute of Science, Bangalore, he has a profound passion for design strategy, product innovation, and human factors understanding. With an impressive background in Industrial Design and various domains, Mr. Shanavas brings a wealth of knowledge and expertise to this workshop.

Who Can Participate?

This workshop is exclusively designed for postgraduate students and research scholars from various teaching departments of Kannur University.

Contact Information

For any inquiries or further information, please contact:
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Don't miss this opportunity to explore the transformative power of design thinking and enhance your problem-solving abilities. Join us at the Design Thinking Workshop and become a catalyst for innovation!

Technology Business Incubator-Kannur University (TBI-KU)
Room.No.205, Students' Amenity Centre
Civil Station P.O., Thavakkara, Kannur-2



TECHNOLOGY BUSINESS INCUBATOR KANNUR UNIVERSITY & KANNUR UNIVERSITY INNOVATION & INCUBATION FOUNDATION



DESIGN THINKING WORKSHOP

On **14th** February 2024, 10.00am to 1pm
Venue: Students Amenity Centre,
Thavakkara Campus, Kannur University





TBI-KU

Technology Business Incubator - Kannur University (TBI-KU), Formerly Business Incubation Centre was established in 2015 with the mission of fostering a vibrant start-up ecosystem in the northern part of Kerala. Affiliated with Kerala Start-up Mission (KSUM), TBI-KU plays a crucial role in supporting technology entrepreneurship and promoting innovation among students and the local community. Its tagline, "Corporates from Campuses," signifies its commitment to nurturing and transforming campus-based ideas into successful businesses. TBI-KU empowers aspiring entrepreneurs with world-class infrastructure, capacity-building programs, and mentorship, instilling an entrepreneurial mindset among students and encouraging them to embrace entrepreneurship as a preferred career choice. With a vision to become a world-class technology business incubation center focused on economic and social value, TBI-KU remains committed to nurturing a thriving start-up community, making a positive impact on the economy and society, and fostering the overall growth and development of Kerala.

Design Thinking

Design Thinking is a human-centered, iterative problem-solving approach that empowers individuals and organizations to tackle complex challenges and create innovative solutions. The core principles of Design Thinking revolve around understanding human needs, generating creative ideas, prototyping, and testing solutions in a collaborative and empathetic manner. It encourages a shift from traditional, linear problem-solving methods to a more dynamic, user-centric process that fosters innovation and continuous improvement.

Design Thinking is not just a problem-solving methodology; it's a mindset that fosters creativity, empathy, and innovation. Its relevance to the current world of business and society lies in its ability to empower individuals and organizations to navigate challenges, create meaningful solutions, and positively impact people's lives. Embracing Design Thinking can lead to a more inclusive, adaptable, and forward-thinking world.

Design Thinking Workshop

Are you ready to unlock your creative potential and revolutionize the way you approach problem-solving? Join us for an engaging and interactive Design Thinking Workshop organized by Kannur University Technology Business Incubator (TBI-KU), IIC and IEDC of Kannur University. This workshop will introduce you to the innovative world of design thinking, led by the esteemed speaker, Mr. Shanavas M S, Director of TEQZO Consulting.

Workshop Coverage

Learn the fundamentals of design thinking and how it can be applied in various domains.

Engage in live exercises and witness a sample cohort demonstrate the design thinking process.

Explore real-world case studies and success stories from the design industry. Empower yourself with tools to foster creativity, innovation, and transformative solutions.

Network with like-minded individuals and professionals from diverse backgrounds.

Workshop Agenda

Introduction - Welcome address and an overview of the workshop's objectives.

Demo of Traditional Thinking - Understanding the limitations of conventional problem-solving.

Introduction to Design Thinking - Unraveling the core principles and methodology.

Demo of Design Thinking - Witnessing the design thinking process in action.

Conclusion - Key takeaways, closing remarks, and future prospects.

Q & A Session - An opportunity to interact with the speaker and address your queries.

Speaker Profile



SHANAVAS M S

