

## SRM Institute of Science & Technology, School of Design Thinking and Intellect come together to celebrate the Convocation of the 'Design The Thinking®' Faculty Development Program

*First initiative of its kind in scaling the concept of Design Thinking across departments in SRM Institute of Science & Technology*

**Chennai, India, 11 July 2023:** The Design The Thinking® Faculty Development Program Convocation ceremony of the Faculty of SRM Institute of Science & Technology (SRMIST) was held today as part of their Partnership with School of Design Thinking and Intellect Design Arena. The Convocation highlights the graduation of over 165 faculty members of SRMIST earning them the position of 'Master Trainer', empowering them to take Design Thinking to the student community.

The Design The Thinking® Faculty Development Program (FDP) aims at evangelising Design Thinking with an academic flavour. The purpose of this FDP series is taking a step in creating a culture change in academic institutions, beginning with the Faculty.



*Mr Arun Jain, CMD, Intellect Design Arena and Founder of the School of Design Thinking presenting the certificates to the Faculty of SRM Institute of Science & Technology (SRMIST) for completion of The Design The Thinking® Faculty Development Program at a convocation ceremony held today at the SRM University, Chennai.*

**Left to Right:** Dr Shantanu Patil, Associate Director, Directorate of Entrepreneurship & Innovation; Prof. C. Muthamizhchelvan, VC, SRMIST; Mr Arun Jain, CMD, Intellect Design Arena and Founder of the School of Design Thinking; Dr Anbu Rathinavel, Chief Design Officer, Intellect Design Arena, Co-founder & Head, School of Design Thinking

### About the Partnership

In 2019, SoDT had anchored a unique three-day Design The Thinking® Faculty Development Program for a batch of 25 faculty members. The impact of this session on the faculty's way of thinking and approaching pedagogy

resulted in SRMIST, Intellect and SoDT signing the MOU in February 2020 with the aim to take Design Thinking across all campuses, departments, faculties and students of SRMIST. Since then, SoDT has anchored six batches of faculty members across various campuses, departments, and specialisations with an average of 25-30 participants in each batch. 165 faculty members have actively participated in the program.

### **Faculty Development Program**

The program not only introduced the concept of Design Thinking to the participants, but it also provided an opportunity to use the various tools, frameworks and methodologies to use Design thinking as a human-centric, future focused problem solving approach – some of which included critical academic problems.

What is unique about the program is its emphasis on focusing on the most important aspect of Design Thinking – the Design Mind. The School of Design Thinking's approach is in two parts. The first is on Design Thinking® – proprietary approach that emphasises the need to understand what it takes to be a Design Thinker and then to look into problems through “boundaryless thinking”. This calls for a Mindset Transformation. The second part is the introduction to its unique Design Thinking process and associated tools and methodologies.

The outcome of this initiative is two-fold – both in line with SRMIST's vision. The 165 trained faculty, now designated as Master Trainers in Design Thinking, will take this forward to over 8000 students of the BTech and MTech programs of the University as a mandatory Credit Course. The faculty members are considered ready to be awarded the Certification, resulting from detailed evaluation that has included evaluation of projects done by the faculty as well as a unique viva voce. Taking this forward, the Faculty will enhance the skill, capability and focus of the students to look at all opportunities and challenges from a different perspective and apply Design Thinking to find the right solutions and make it a way of life. In parallel, the program also equips the faculty members to leverage Design Thinking in their lives.

The second outcome is on Syllabus and Pedagogy Design. The program has equipped the faculty to take a relook and, consequently, reassess the way various subjects' are designed and taught to students. Design Thinking has immense potential to improve education from both perspectives – Teaching and Learning.

**Mr. Arun Jain, CMD Intellect Design Arena and Founder of School of Design Thinking** said, *"Design Thinking drives deep differentiation in one's approach to design new solutions or to solve societal problems across multiple domains. I am pleased that the School of Design Thinking has partnered with SRMIST to bring about change in the thinking of students through their certified faculties. For the first time in the country, we are witnessing a premier institute embarking on a mission that is on par with global academic standards when it comes to scale in mindset transformation."*

**Prof. C. Muthamizhchelvan, VC, SRMIST** expressed, *"We, at SRMIST, are at the forefront of many strategic initiatives with the government, industry and other entities. Through and beyond academics, we work on trying to solve larger problems that beset our nation and society. I firmly believe that Design Thinking, as a human-centric approach to solving real-world problems, is a catalyst in aiding our approach to work on societal issues. I am glad that through the School of Design Thinking, we have been able to enhance the capabilities of our Faculty and make a lasting impact in the lives of the students."*

During the program, **Dr Anbu Rathinavel, Co-founder & Head, School of Design Thinking** shared his thoughts. *"Design Thinking has immense potential in creating a positive impact between teachers and students - especially in the arena of teaching and learning. At the School of Design Thinking, we have evolved a new approach to bring design thinking as pedagogy in order to bring about mindset change in faculties and students at the fundamental level. I am very happy that the senior faculties at SRMIST have adopted this strength of Design Thinking, beyond a mere course, to explore the innate potential of the students and to create engaging learning experiences."*

Prof. C. Muthamizhchelvan, Vice Chancellor of SRM Institute of Science & Technology and Mr Arun Jain, Chairman & Managing Director, Intellect Design Arena Ltd and Founder School of Design Thinking, led the Convocation ceremony, awarding certificates to the participating faculty members. The ceremony also witnessed the Release of the '**Faculty Adoption Manual**', a ready reckoner for the faculty and the '**Student Workbook**' to gauge students' understanding and application of Design Thinking. These publications attempt to bring algorithms in the mammoth exercise of taking Design Thinking to students across departments.

The ceremony was graced by the presence of Dr Anbu Rathinavel, Chief Design Officer, Intellect Design Arena, Co-founder & Head, School of Design Thinking, Dr S. Ponnusamy, Registrar, SRM Institute of Science & Technology and Dr Shantanu Patil, Associate Director, Directorate of Entrepreneurship & Innovation. Others who were present included the Deans, Heads of Departments, Professors, other esteemed academicians of the University, dignitaries from Intellect and the faculty of School of Design Thinking.

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### **About School of Design Thinking**

School of Design Thinking is committed to creating awareness about Design Thinking as a 'Human Centered – Future Focused' approach to society at large. It strives to bring the culture of design thinking in all aspects of life by focusing on preparing the design mind & bringing a mindset transformation to unlock the potential of Design Thinking.

School of Design Thinking collaborates with educational institutions, corporations and businesses, startups and entrepreneurs, government agencies and social organizations across India to foster Design Thinking in their organizations and implement transformation.

### **About SRM Institute of Science & Technology (SRMIST):**

SRM Institute of Science and Technology is one of the top ranking universities in India with over 52,000 full time students and more than 3200 faculty across all the campuses – Kattankulathur, Ramapuram, Vadapalani Campus – all in and around Chennai, Tiruchirappalli (in TN), Modinagar (in UP) & Sonapat (in Haryana) – both of which are located near Delhi NCR, Amaravati (in AP), Gangtok (in Sikkim) – offering a wide range of undergraduate, postgraduate and doctoral programs in six Faculties – Engineering & Technology, Management, Medicine & Health sciences, Science & Humanities, Law and Agricultural Sciences.

### **About Intellect Design Arena Limited**

Intellect Design Arena Ltd. has the world’s largest cloud-native, API-led microservices-based multi-product platform for Global leaders in Banking, Insurance, and Capital Markets. eMACH.ai, the most comprehensive open finance platform is at the forefront of the BankTech Wave 5, a significant phenomenon that enables banks and financial institutions to move from product and process to design and experience to compose their unique "My Signature Solution".

With over three decades of deep domain expertise, Intellect is the brand that progressive financial institutions rely on for digital transformation initiatives. It offers a full spectrum of banking and insurance technology products through its three lines of businesses - Intellect Global Consumer Banking (iGCB), Intellect Global Transaction Banking (iGTB), and Intellect AI.

Intellect pioneered Design Thinking to create cutting-edge products and solutions for banking and insurance, with design being the company’s key differentiator in enabling digital transformation. FinTech 8012, the world’s first design center for financial technology, reflects Intellect’s commitment to continuous and impactful innovation, addressing the growing need for digital transformation. Intellect serves over 270 customers through offices in 57 countries and with a diverse workforce of solution architects, and domain and technology experts in major global financial hubs around the world. For further information on the organisation and its solutions, please visit [www.intellectdesign.com](http://www.intellectdesign.com)

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