

**Dr.SNS RAJALAKSHMI COLLEGE OF ARTS AND  
SCIENCE(AUTONOMOUS)**

Coimbatore – 641 049



**INSTITUTIONAL DISTINCTIVENESS  
“DESIGN THINKING”**

Our Distinctiveness lies in our prime concept of Design Thinking, where this approach to education provides the students the academic freedom to understand complex problems and principles through engaged learning activities and helps nurture progressive minds.

With leading-edge faculty and remarkable alumni, we are committed to provide students with a challenging and relevant education for developing them to have an impact on the world and solve the most pressing social issues of our nation. Through design thinking, we focus on delivering quality education by providing an effective learning environment, and true innovators who fix the real social needs and issues.

The college endeavors to impart high quality, competency-based education in Arts and Science to the younger generation with the required skills and abilities to face the challenging needs of the industry.

As part of realizing this, the institute is focusing on improving ICT enabled teaching and learning process. The institution also ensures the provision of state-of-the-art hardware and software infrastructure required for the effective operation of ICT tools. The entire campus and all the learning environments are sufficiently equipped with resources for smooth operation.

Students are provided with the opportunity of doing certificate courses through NPTEL, COURSERA etc.,

SNS focuses on the five-stage Design Thinking model. The five stages of Design Thinking are as follows

Empathizing: Understanding the human needs involved. Defining: Re-framing and defining the problem in human-centric ways.

Ideating: Creating many ideas in ideation sessions

Prototyping: Adopting a hands-on approach in prototyping.

Testing: Developing a prototype/solution to the problem.

Understanding these five stages of Design Thinking will empower the students and faculty members of SNS to apply the Design Thinking methods in order to solve complex problems that occur around us.

#### OBJECTIVE

- To immerse students into the world of innovation as a systematic process of tackling relevant business and/or social problems.
- To provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions.
- To Use a practical hands-on approach, this workshop will support student in the sketching, conception and early development of an innovation challenge, which is a critical input for the innovation course
- To exercise their foresight and insight muscles in the process of opportunity identification/creation.

SNS works on Design Thinking in 7 industry verticals and 7 technologies as its thrust areas, and they are as follows: ∞

#### **INNOVATION INDUSTRY VERTICALS**

Agriculture & Food Technology

Healthcare Energy

Aerospace and Defence

Automobiles

FIN.TECH

Smart City

#### **INNOVATION TECHNOLOGIES**

Augmented reality / Virtual reality

Internet of Things

AI/ML & Data Analytics

Robotics and Automation

Additive Manufacturing

Low code

Communication Growth

## Innovative Teaching Pedagogy

