

## India CSR Summit & Exhibition 2017 18-19 September 2017, Gurgaon (Haryana)

### Masterclass: Design Thinking for Social Impact

Hosted by: TinkerLabs

Co-Hosted by: NGOBOX

Type: **Pre-registration required** (Visit [www.indiacsrsummit.in](http://www.indiacsrsummit.in))

**Date: 19-09-2017**    **Timing**    **TBA\***    **Duration: 90 Minutes**

**Participants-** Nonprofit leaders, Project Managers, Social Entrepreneurs, Government Officials

**Have you ever wondered why there is such a buzz around the word !  
Design thinking today and how can it help organizations in the social sector?**

Design Thinking is a globally recognized process/method for innovation and creative problem solving. It is represented as an intersection of desirability (what people need), feasibility (what technology and other available resources can achieve), and viability (what is financially sustainable).

It is now being widely adopted by social impact organizations across the world and in India. Social challenges often require systemic solutions that are grounded in the consumer's needs. In addition, these challenges are distinctly localized in nature compared to corporate business situations

Design Thinking's goal is to focus first on the people being served, enabling them to find a solution that's better. By working closely with the consumers, design thinking allows high-impact solutions to bubble up from below rather than being imposed from the top. Iterative prototyping and testing of the solutions ensure that meaningful and sharp solutions are made in a much shorter time span

Design Thinking has been used by NGOs in India such as Sampark Foundation, Protsahan etc.

TinkerLabs has been a pioneer of design thinking in the country and has worked extensively in the social impact sector for organizations such as the Ashoka Foundation, NGO's affiliated with IRMA etc.

One of our recent projects was with **Save the Children India (STCI)** to help the organisation improve their programs, internal processes and work flows to combat human trafficking using design thinking. Through this project, TinkerLabs not only

transformed the overall organization (STCI) but also become the first design thinking company in India to create Design Thinking content and collaterals in Hindi. Click here to learn more <http://tinkerlabs.in/tlexpress/>

### Why should you attend the TinkerLabs workshop on design thinking for NGOs?

- To learn about application of design thinking in business and social innovation
- To learn how to systematically generate new unconventional ideas
- To learn rapid and cheap techniques to test concepts with users/customers
- To learn how to achieve sustainability with design driven innovation
- To learn how to develop linkages to leverage organizational synergies

### Resource Persons



**Ankur Grover**  
Co-Founder  
MBA - General Management  
INSEAD  
Bachelors Degree in Computer Engineering, BITS Pilani



**Kunal Gupta**  
Co-Founder  
MBA - General Management  
IIM-A  
M.Sc in Physics and BE Electronics from BITS Pilani



**Shagun Seth**  
User Research Lead  
5years+ experience with Quantum Consumer Solutions as Senior Researcher.  
Bachelors Degree in Human Psychology.



**Roll Agarwal**  
Design Associate  
M. Des in Strategic Design Management | NID, India  
Bachelors Degree in Textile Design from NIFT, Kolkata.



**Samina Rahman**  
Design Associate  
MA in Applied Imagination in the Creative Industries from CSM UAL, London  
M. Des in Strategic Design Management. NID, India



**Bhumiika Sukhadia**  
Design Associate  
M. Des in Industrial Design MIT, Pune  
Bachelors degree in Architecture from MSU Baroda

### About TinkerLabs

TinkerLabs is India's first Business-led Design Thinking firm. We believe the comprehensive approach to Design Thinking lies in an amalgamation of business, research and design.

Towards this end, we are a team comprising of business analysts, designers, architects, applied imagination practitioners, psychologists, user research specialists etc. from some of the top schools in India and globally.

### About India CSR Summit & Exhibition

India CSR Summit & Exhibition is an annual event hosted by NGOBOX and promoted by CSRBOX since 2014. The event is the largest CSR forum in India with participation from CSR heads of leading businesses, government departments, nonprofit organizations, social enterprises and impact investors. The 2017 event is the historic in terms of participation of 300+ CSR heads, 1400+ organizations and 2100+ delegates. The event will host overall 30+ micro and mega sessions, talks, masterclasses and open sessions.

\* Final schedule of the masterclass will be announced on 1<sup>st</sup> August 2017

For more information/registration write at [csr@ngobox.org](mailto:csr@ngobox.org) or call at +91-9560352170 or visit [www.indiacsrsummit.in](http://www.indiacsrsummit.in)