

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

Masterclass: Design Thinking for CSR

Hosted by: TinkerLabs

Co-Hosted by: NGOBOX

Type: **Pre-registration required** (Visit www.indiacsrsummit.in)

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

Participants- CSR Committee members, Directors, CSR Heads/Managers

What is design thinking and why does it matter?

Design Thinking is a globally recognized strategy for innovation and creative problem solving being adopted by many top companies, start-ups, governments think tanks and NGOs around the world and in India- Apple, Infosys, Pepsi, VisionSpring, Dr. Reddys, etc. It has enabled new innovative solutions in sectors as diverse as healthcare, IT, banking, and FMCG.

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

Why Design Thinking for CSR?

Organizations are moving from “*giving back to the society*” outlook to “*addressing various challenges that affect societies in locations & geographies the organizations operate in*”.

Design Thinking puts people at the centre of problem solving helping organizations to:

- Unearth pertinent problems faced by communities
- Explore new possibilities to engage productively with communities
- Implement programs and initiatives that get seamlessly integrated in the communities' lifestyle

CSR bodies of companies such as Samsung, Infosys, Intellect Design are using Design Thinking extensively to solve complex social problems and scale their efforts.

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

- To learn how to convert societal, environmental, organizational challenges into opportunities for Innovation & Impact
- To learn how to discover customers'/end-users' real but unsaid needs & pain points to increase effectiveness of the social programs
- To learn simple and fun tools to effectively engage with different stakeholders – end-users, NGOs, your company to create a shared sense of problems and explore the best solutions
- To learn to rapidly prototype, test and refine new ideas
- To learn to overcome barriers for mainstream adoption of Social Programs
- To learn to bring both – Purpose & Business to your work – Sustainable Innovation & Impact

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 1st August 2017

For more information/registration write at csr@ngobox.org or call at +91-9560352170 or visit www.indiacsrsummit.in