

Design Innovation for Industry Transformation



Programme Overview

As industries navigate rapid technological change, evolving consumer needs, and increasing complexity, design has emerged as a strategic tool—not just for product innovation, but for systemic transformation. This module brings together cutting-edge frameworks, case studies, and applied tools to explore how design thinking, systems design, and human-centered innovation can reshape entire industries.

Spanning topics such as structured innovation processes (e.g., the 7C's Framework), the integration of AI in creative workflows, gamification, empathy, and strategic design leadership, the sessions are designed for executives and professionals who wish to leverage design not merely as an aesthetic or UX layer, but as a transformative business capability. The programme draws on real-world projects from across sectors—manufacturing, healthcare, mobility, digital services, and public systems—to ground insights in practice.

Learning Outcomes

- Understanding design as a strategic lever for organizational and industrial transformation
- Applying structured frameworks (e.g., 7C's of Concern) to tackle complex innovation challenges
- Analyzing how iconic firms have embedded design to create new categories, markets, and behaviours
- Translating design principles into actionable strategies for resilience, scale, and innovation
- Exploring how AI can augment creative thinking and design workflows
- Using empathy and gamification to drive user engagement, learning, and systemic change

Key Topics covered in the Programme

- Demystifying Design Thinking: Principles, practices, and pitfalls
- Design as Strategy: From form to future—how design drives industry disruption
- Frameworks for Transformation: Lessons from cross-sectoral design-led change
- The 7C's of Concern: A structured approach to navigating design challenges
- AI as a Thinking Partner: Human-machine co-creation in design innovation
- Gamification & Empathy: Building emotional intelligence and behavioural drivers into systems
- Case Studies: Apple, IKEA, Tesla, Indian healthcare and manufacturing innovations
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Day wise Session Topics Covered

Day 1

Morning Session

Demystifying Design Thinking

- Understanding what Design Thinking is—and what it is not
- The strategic relevance of Design Thinking in innovation and problem-solving
- Core principles: Empathy, Reframing, Ideation, Prototyping, Testing
- Limitations and critiques of Design Thinking
- Moving from tools and workshops to embedding design-led thinking in strategy

Afternoon Session

From Form to Future – The Strategic Power of Design in Industrial Evolution

- The evolution of design from form-giving to strategic function
- Design as a driver of category disruption and business model innovation
- Systems design and experience innovation in industry transformation
- Strategic integration of design in corporate culture and decision-making
- Design-led value creation across sectors

Day 2

Morning Session

Framework for Transforming Industries – Lessons from Decades of Design Innovation

- Real-world design interventions that have transformed industries and public systems
- Application of human-centered design to manufacturing, healthcare, and grassroots innovation
- Systemic innovation: from product to process to policy
- Iterative prototyping and ecosystem mapping in large-scale deployments
- Design as a lever for inclusive, scalable, and sustainable transformation

Afternoon Session

7C's of Concern in Design Innovation

- The need for structured frameworks in the design and innovation process
- Introduction to the 7C's Framework: Cause, Context, Comprehension, Check, Conception, The Craft, and The Connection
- Linking creativity with execution through systematic stages
- Real-world applications of the 7C's across sectors

Day 3

Morning Session

AI as a Thinking Partner in Design Innovation

- Emerging roles of AI in the design and innovation process
- AI as a co-creator: From ideation to prototyping and user simulation
- Enhancing human creativity through AI-augmented tools and workflows
- Ethics, authorship, and the evolving identity of the designer in AI-enabled environments

Afternoon Session

Advancements in the Industry through Gamification & Empathy

- Gamification as a tool for behaviour change, engagement, and learning
- Empathy-driven design in complex industrial and service environments
- Integrating motivation loops, feedback systems, and progression mechanics into non-game contexts
- Applying gamification and empathy in sectors like manufacturing, healthcare, and logistics
- Designing systems that perform and connect with users emotionally and experientially

Programme Details

Dates



8- 10 October, 2025

Duration & Mode



3 Days, In-Campus

Venue



Mahindra University
Campus



Programme Fee: INR 75,000/- + GST Per Participant



Programme Faculty

Prof. B. K. Chakravarthy

Dean School of Design Innovation, Mahindra University

Prof. B. K. Chakravarthy is a renowned design educator, innovator, and thought leader in the field of design-led innovation, with over three decades of experience spanning academia, industry, and public sector transformation. He currently serves as the Founding Dean and Professor at the School of Design Innovation, Mahindra University, where he brings his pioneering frameworks and real-world impact to the next generation of design leaders.

Previously, Prof. Chakravarthy was a senior faculty member at the Industrial Design Centre (IDC), IIT Bombay, where he spearheaded numerous groundbreaking projects in healthcare, education, and public services—seamlessly integrating empathy, technology, and systemic thinking. His contributions to public innovation include the development of user-centered design interventions for organizations like the Ministry of Railways, Ministry of Health, and National Innovation Council.

Prof. Chakravarthy is widely known for his proprietary 7C's of Concern framework—a structured methodology for navigating complex design and innovation challenges. This approach has been adopted by corporates, startups, and policymakers to bridge the gap between creative ideation and strategic execution. His work exemplifies how design can be harnessed not just for product development, but for transforming entire ecosystems.

A prolific contributor to India's design and innovation landscape, Prof. Chakravarthy has led over 50 live industry and social innovation projects, collaborated with multinational corporations and grassroots organizations alike, and mentored countless students and entrepreneurs. He has also been instrumental in shaping national-level design thinking curricula and policies aimed at fostering innovation capabilities at scale.

Known for his hands-on, impact-driven approach, Prof. Chakravarthy continues to champion design as a force for inclusive growth, systemic change, and future-ready leadership.



Programme Faculty

Prof Chaitanya Solanki

Dr. Chaitanya Solanki is an interdisciplinary educator and researcher specializing in game design, human-computer interaction (HCI), and empathy-driven innovation. He currently serves as an Assistant Professor at the School of Design Innovation, Mahindra University. Dr. Solanki holds a Ph.D. in Game Design and Educational Design from IIT Hyderabad and a Master of Design in Visual Communication from the National Institute of Design (NID), Ahmedabad.

With a background that bridges design, technology, and media, Dr. Solanki's work focuses on integrating gamification and empathy to enhance user engagement and learning experiences. His research interests include the development of educational games, wearable technology for medical assistance, and inclusive product design. He is also the author of the book *Me or We: Individualism and Collectivism through Six Contemporary Lenses*, which explores cultural dynamics through a design perspective.

Dr. Solanki has contributed to several research projects and publications, such as "3D Game Asset Generation of Historical Architecture Through Photogrammetry" and "Factors Affecting Engagement in Digital Educational Games". At Mahindra University, Dr. Solanki is actively involved in shaping the curriculum and research initiatives within the School of Design Innovation. His work emphasizes the role of design in addressing complex societal challenges and fostering innovation through a human-centred approach.

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media, Centre for Sustainability, School of Design and Innovation and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.

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