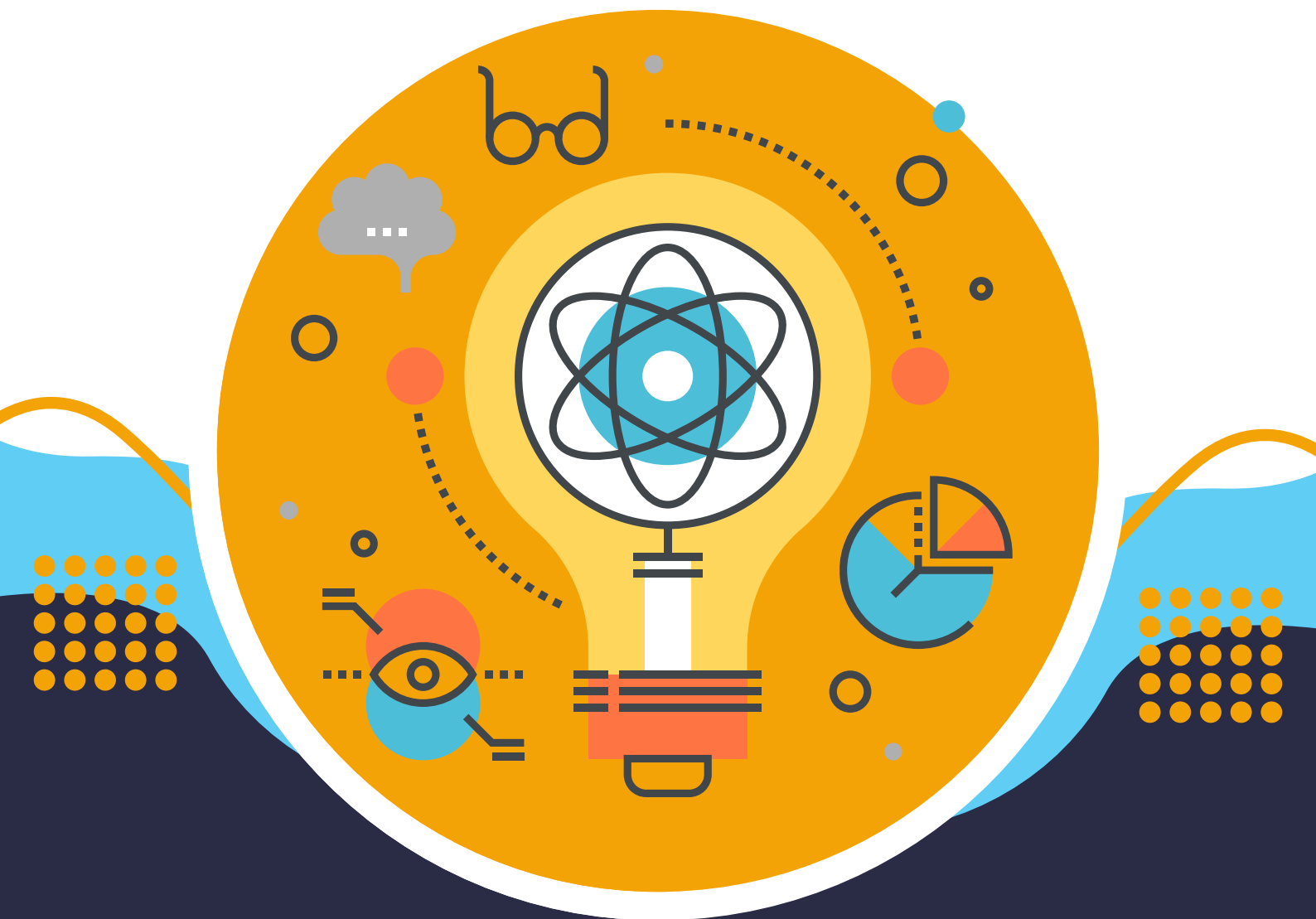


Driving Innovation Through Design Thinking



Programme Overview

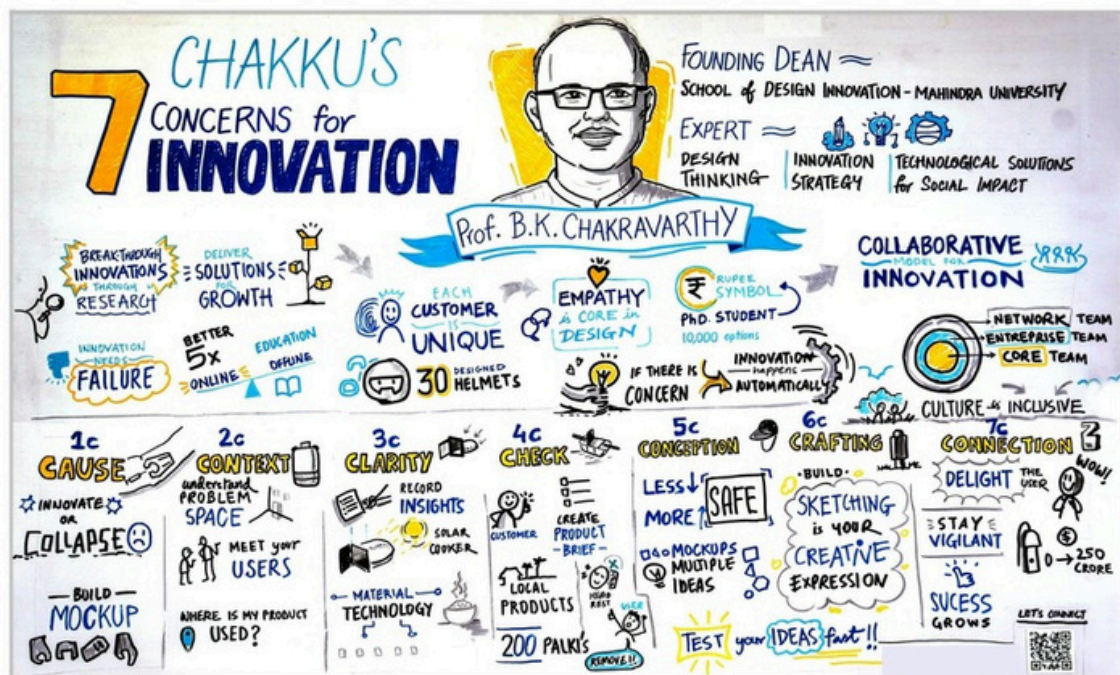
The **Driving Innovation Through Design Thinking** programme is designed to equip participants with a comprehensive understanding of how design can function as a strategic driver of innovation, rather than merely a tool for aesthetics or user interface enhancement. At its core, the programme aims to reframe design as a systemic capability that can influence organizational thinking, business models, and industry-wide transformation.

One of the primary objectives is to help participants develop a deep appreciation of design thinking as a structured and scalable approach to problem-solving. This includes understanding its principles—such as empathy, reframing, ideation, prototyping, and testing—while also critically examining its limitations and real-world applicability. The programme further seeks to introduce participants to robust frameworks, particularly the 7C's of Concern, enabling them to navigate complex challenges through a methodical yet creative lens.

Another key objective is to enable learners to translate design principles into actionable strategies that drive innovation, resilience, and growth within their organizations. By studying cross-sectoral case studies and real-world interventions, participants gain insights into how leading firms have leveraged design to create new markets, reshape user behaviors, and build competitive advantage.

The programme also emphasizes the integration of emerging technologies, particularly artificial intelligence, as collaborative tools in the design process. Participants are encouraged to explore how AI can augment creativity, enhance decision-making, and enable new forms of human-machine co-creation.

Finally, the programme aims to cultivate a human-centered mindset by embedding empathy and gamification into system design. This ensures that solutions are not only functional and scalable but also meaningful, engaging, and responsive to user needs, thereby fostering sustainable and inclusive innovation across industries.



Programme Highlights

- 7 Concerns of Design Innovation | Creativity and Implementation
- AI as a thinking partner & Emerging Concerns around ethics, authorship and the evolving role of designers in the AI-enabled environment
- Role of Empathy in the Design Process
- Gamification Strategies for the Industry

Who Should Attend

- Managers and leaders involved in innovation, strategy, or transformation initiatives
- Professionals from business, design, technology, and operations roles
- Product, Customer Experience and design practitioners seeking to apply design thinking at scale
- Executives interested in human-centred, AI-enabled, and design-led innovation
- Entrepreneurs and change agents addressing complex business or societal challenges

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.



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.

Learning Outcomes

- Develop an understanding of the 7C's of Concern framework as a structured approach to navigating complex innovation challenges
- Apply systematic design processes to bridge creativity and execution across real-world industry contexts
- Explore the role of AI as a thinking partner in enabling human-machine co-creation within design workflows
- Critically evaluate ethical considerations, authorship, and the evolving role of designers in AI-enabled environments
- Build the ability to apply empathy-driven design for creating meaningful, user-centered solutions in complex systems
- Derive deep user insights by analyzing needs, contexts, and emotional drivers to enhance solution relevance and impact
- Utilize gamification principles to design engaging experiences that drive behaviour change and sustained participation
- Integrate motivation systems, feedback loops, and progression mechanisms to create measurable impact across industries

Programme Details

Programme Dates

6-8 Aug 2026

Programme Fee

Rs. 45,000/- + GST Per Participant

Programme Mode

On-Campus, Mahindra University

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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**CENTRE FOR
EXECUTIVE EDUCATION**

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