



**S.N.PATEL INSTITUTE OF TECHNOLOGY
AND RESEARCH CENTER, UMRACH
(A VIDYABHARTI TRUST INSTITUTION)**

A

REPORT OF

WORKSHOP ON

**UNMET SOCIAL NEEDS AS DRIVERS
OF INNOVATION**

22nd NOVEMBER 2016

PREPARED BY:

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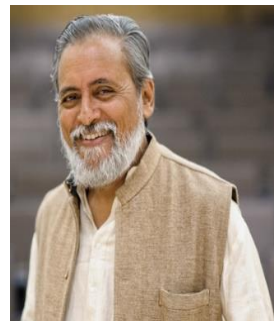
A One day workshop was successfully attended on "**Unmet Social needs as Drivers of Innovation**" at Gujarat Technological University PG Research Centre for Industrial Design (Open Design School), on 22nd November 2016 by Prof. Hiren B. Tamboli, Prof.Chirag A. Chodavadiya, Prof.Vishmay M. Vaidya and Prof.Hitesh A. Tailor.

The main aim behind this workshop was to convert a prototype in to product. "**India is a country of prototype. But unfortunately, 90% of prototype remains prototype. There is a gap to convert the idea into product. How to convert the problem into solution?**"

The workshop was attended by more than 150 faculties of various engineering colleges of GTU.



Dr. Anil K Gupta is a professor at the Centre for Management in Agriculture, Indian Institute of Management, Ahmedabad. He is also the founder of Honey Bee Network. Member of Governing Board, IIMA. Ph.D. (Management) at Kurukshetra University India and MSc. Biochemical Genetics (1974) Haryana Agricultural University, Hisar. Fellow, National Academy of Agricultural Sciences; Fellow, the World Academy of Art and Science, California 2001.



Honours: Received Best Researcher at IIMA, 2015, Humanistic Management Lifetime Achievement Award by the Humanistic Management Network, at the 73rd Annual meeting of the Academy of Management, USA, August 2013; Ph.D Honoris

Causa, San Martin de Porres University, October, Peru; Doctor of Letters from Central University of Orissa, July, 2012; Hermes Award (May 2012), European Institute for Creative Strategies and Innovation, Paris; Padam Shri, 2004, civil award by The President of India; Adjudged as one of the fifty most influential people in the field of intellectual property rights around the world in 2003, Managing Intellectual Property (July-August 2003, Issue 131), Adjudged as one of the Star Personalities of Asia, Business Week, July 2, 2001, apart from several other national and international honours. Member of many governmental and corporate bodies, Prof. Gupta is a widely published author.



To find out the unmet social/industrial needs and solve those using technological advancements, GTU - Centre for Industrial Design (OPEN DESIGN SCHOOL) is organizing the workshop series to convert Ideas to Product for the faculty members of GTU affiliating colleges. This workshop series is going to organize in three phases from November 2016 to March 2017.

1st phase of workshop series will be on “Unmet Social Needs as Drivers of Innovations” to scout the problems of industry or society to be organized on November 22, 2016. In this workshop, **Padma Shri** Professor Anil K. Gupta, IIM-A, and associated with Honey Bee Network institutions such as GIAN, SRISTI and NIF, will be the chief mentor and guide the faculty members of GTU on simple ways to find out the methods to address the unmet industrial, ecological and social needs.



2nd phase of workshop series planned in December 2016 would aim at elaborating on the problems scouted by faculty members based on first workshop, benchmark the available choices and identify the scope for improvement. A complex problem may be modularised into sub-components for resolution by various teams after doing prior art search, benchmarking, and exploring multiple pathways for exploring the solutions.

3rd phase of workshop series will be planned in February-March 2017 when faculty-student teams may present their solutions to the industrial and community representatives along with design experts to assess the utility of the solutions worked out. Some of these products may need finishing, user testing and fine tuning before they become market ready.

