



**Report on**  
**i-Innovate**  
**3-Day Design Thinking Workshop**



Organized by E-Cell, Williamnagar Government College on the 8<sup>th</sup> – 10<sup>th</sup> February, 2024





The application of Design Thinking in entrepreneurship development within Higher Educational Institutions (HEIs) has emerged as a transformative approach to preparing students for the dynamic and uncertain landscape of entrepreneurship. Design Thinking, with its emphasis on human-centered problem-solving and iterative processes, aligns seamlessly with the entrepreneurial mindset, providing students with valuable skills and perspectives.

The iterative nature of Design Thinking perfectly aligns with the experimental and adaptive nature of entrepreneurship through various sessions on ideation, brainstorming, prototyping, testing and refinement. This iterative cycle of Design Thinking would therefore enable aspiring entrepreneurs to validate assumptions, gather user feedback, and make informed adjustments to their business concepts.

In this context, the E-Cell of the Institution organized the i-Innovate 3-Day Design Thinking Workshop from the 8<sup>th</sup> – 10<sup>th</sup> February, 2024 to launch our student entrepreneurs into the basics of starting a business and to foster a collaborative environment between academia and industry experts. Through the Design Thinking workshop, students were encouraged to understand the needs and pain points of potential users or customers through various activities in the 3-day workshop. The workshop aimed to build the foundation for our students in identifying meaningful problems and opportunities that can lead to innovative business solutions.

**Smt. Bandakerlin Lyngdoh** (*Asst. Professor*)  
*Coordinator*  
E-Cell

Williamnagar Government College  
**Asstt Professor**  
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**East Garo Hills, Meghalaya**

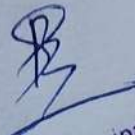
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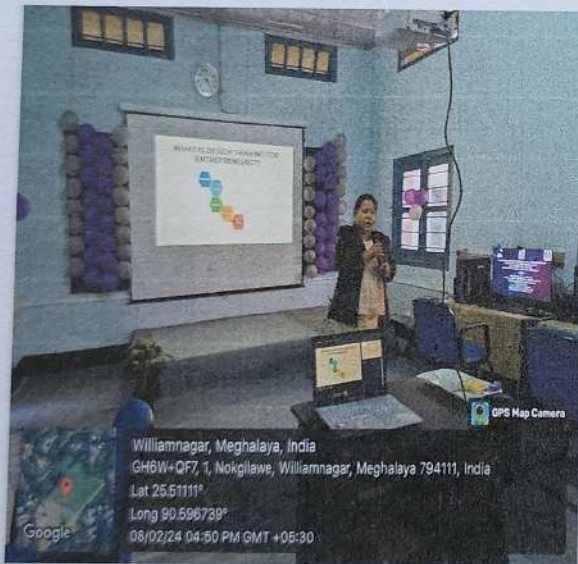


## DAY 1

On the 1<sup>st</sup> Day of the Workshop, the E-Cell was inaugurated by Shri. Conrad K. Sangma, the Hon'ble Chief Minister of Meghalaya, in the presence of Shri. Rakkam A. Sangma, the Hon'ble Minister of Education, Government of Meghalaya. Thereafter, the PRIME Team from Tura briefed the students on the initiatives that PRIME Meghalaya in promoting entrepreneurs, as well as the various financial schemes that are available. Further, the students were also given an introduction on the Design Thinking workshop by the Coordinator of the E-Cell of the Institution. The sessions of Day 1 ended with the formation of student teams for the remaining two days of the workshop.



  
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## DAY 2

On the 2<sup>nd</sup> day of the workshop, students had a recap and reflection session, with an ice-breaking activity fostering engagement and rapport for the sessions. These activities encouraged our students to become interactive by easing them into the session and established a comfortable atmosphere. Through various games participants were able to participate and interact, breaking down initial barriers. These activities promoted communication, enhanced teamwork, and energized participants which eventually set a positive tone for the workshop. The three sessions of the day were guided by Shri. Artis L. Sohshang, Convener, Entrepreneur and Vocational Committee, Williamnagar Govt. College and Smt. Bandakerlin Lyngdoh, Coordinator of the E-Cell. Thereafter, Day 2 ended with the session on pitching and feedback which served as a valuable platform for honing presentation skills and fostering constructive criticism. Student participants delivered short pitches on predefined business ideas and products which allowed them to practice articulation and persuasion. Following each pitch, the participants were provided feedback which highlighted the strengths of their business idea and suggesting improvements. This process therefore, cultivated communication skills, boosts confidence, and promoted a culture of learning. Moreover, student participants learned to give and receive feedback graciously, fostering a supportive environment for growth. Through iterative practice and collaborative critique, pitching and feedback activities in the last session of Day 3 therefore empowered participants to refine their ideas and presentations which enhanced their ability to communicate effectively on their business idea.



  
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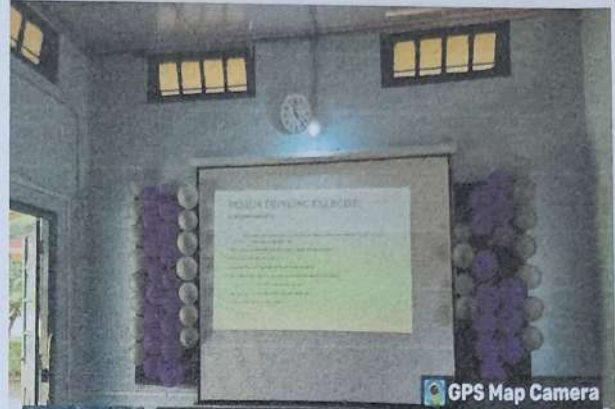
  
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GPS Map Camera

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i-Innovate  
3-DAY  
DESIGN  
THINKING  
WORKSHOP

Problem definition  
Ideation & Solution  
Prototyping &  
Testing

Organized by  
E-Cell  
Williamnagar  
Government College

8th - 10th February, 2024

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### DAY 3

On the 3<sup>rd</sup> day of the workshop, students started their sessions with an ice-breaking activity, followed thereafter with finalizing their prototypes for the final presentation. The sessions on prototyping and final presentation activities were crucial components of the i-Innovate 3-day Design Thinking workshop which aimed at fostering innovation and problem-solving for the students of the Institution. Thus, participants were tasked with developing prototypes or mock-ups of solutions to predefined challenges or problems with respect to their business idea. These prototypes served as tangible representations of their ideas, allowing for experimentation and iteration. During the final presentation, participants showcased their prototypes, explaining their concepts, design choices, and potential impact to the resource person, Shri. F. Lawriniang, Asst. Professor, Tura Govt. College and Dr. Cheriak D. D. Sangma, Joint-Coordinator of the E-Cell. This activity encouraged creativity, critical thinking, and collaboration as participants receive feedback from the resource person and through the prototyping and presentation process, participants refined their ideas, develop communication skills, and gained valuable insights, preparing them for real-world implementation and innovation through their business idea. Finally, the sessions ended with a Certificate distribution ceremony for the student participants.



  
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