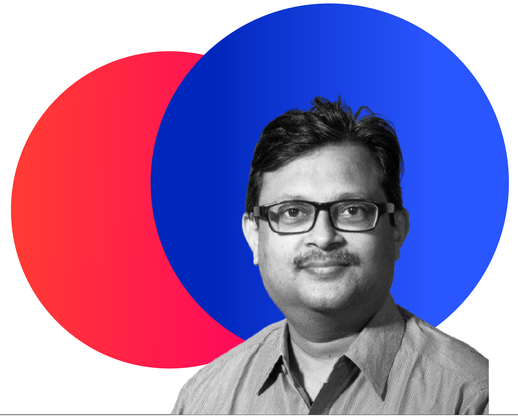
Product Design Thinking & Innovation: | 15-19 June 2026

Executive Program in Product Design Thinking and Innovation

The objective of the workshop is to give the participant a flavour of product design. It is in no way all-encompassing and is only introductory in its intention. The participants hopefully would find this as a starting point to embark on their journey to know more about product design. If they find themselves discovering an interest or liking for product design, then the objective of the workshop would be met.



Anchor Faculty: **Vikram Debabrata Mitra**

Duration: **5 days** | Venue: **NID Gandhinagar** | Proposed intake: **20 students** | For whom: **Design engineers, Engineering graduates, MSME, Young entrepreneurs and startups**

What you'll learn?

- Understanding design as an inherent human process and recognizing creativity in everyday life.
- Exploring the difference between intuitive innovation and the structured methods used by professional designers.
- Identifying daily inconveniences as opportunities for creative problem-solving and improvement.
- Developing a mindset of habitual innovation by observing, questioning, and reimagining everyday solutions.
- Applying simple, common-sense approaches to innovate and make life easier and more efficient.

Methodology

Creative and experiential exercises

Observation of the immediate environment

Idea generation based on perceived needs

Experimentation and feasibility testing

User testing and feedback through self-use and peer review

Iteration and refinement