



SAEINDIA Southern section invites Undergraduate Engineering Stream Students for the
National Level Competition on Design Thinking (NLCDT-2023)

Salient Features of the Training

- Training from Industrial and Academic expert.
- Hands-on Workshop on creativity
- Improves problem solving skills
- Ignites Innovation thought process
- Skills for tomorrow

Important Dates

Team Registration Starts on	04-Oct-2023
Team Registration Ends on	30-Oct-2023
Design Thinking Workshop 1	From 10-Nov-2023 to 12-Nov-2023
Design Thinking Workshop 2	From 24-Nov-2023 to 26-Nov-2023
Design Thinking Workshop 3	From 08-Dec-2023 to 10-Dec-2023
Design Thinking Workshop 4	From 05-Jan-2024 to 07-Jan-2024
Design Thinking Competition	From 10-Jan-2024 to 24-Jan-2024
Project review	From 27-Jan-2024 to 04-Feb-2024
Valedictory	09-Feb-2024

Scoring

Design Thinking Phase	Scoring Criteria	Scores
Empathize	User Interviews, Observations and Ethnographic Studies	100 points
Define	Problem Statement, Point of View (POV) Statements	100 points
Ideate	Brainstorming Sessions, SCAMPER	100 points
Prototype	Wireframing and Mockups, Digital Prototyping Tools	100 points
Test	Usability Testing, Iterative Refinement	100 points
Implement (Execution)	Project Management Tools	100 points
-	Collaboration and Teamwork	100 points
-	Overall Innovation	100 points
-	Exercises (100/exercise) – 3 Nos.	300 points
	Workshop participation (Students 100 & Faculty 100)	200 points
	Total Score	1300 points

Lead Champion

S.E.Bharathiraja
Team Leader
ZF CVS India Ltd.

Skills to be acquired

- Creative Problem-Solving
- Empathy and User-Centric Thinking
- Collaboration and Communication
- Prototyping and Iteration
- Critical Thinking and Analysis
- Presentation and Pitching
- Time and Project Management

Team Size:

- Maximum 5 Members - cross functional

Registration Fees (Including GST)

Rs. 17,700

Prizes Worth

Rs 50,000/-

Terms & Conditions

Participation Certificate will be provided to those who complete training, Practice and the Finals

Champion

K. Mahendra Babu,
Engineering Quality expert,
ZF CVS india Ltd.